

HENRY TRAN 🙌

Product & Visual Designer

Product designer obsessed with understanding real customer workflows, especially the messy, painful parts that actually matter. I work end-to-end across product, systems, and brand, shaping ideas from early ambiguity into beautiful experiences used by over 2 million creatives and teams worldwide.

Education

Savannah College of Art and Design, SCAD

BFA, User Experience Design

Experience

Founding Product Designer

Playbook.com, San Francisco

2021 – Present

Founding designer responsible for shaping Playbook's product systems, identity and core experience from early stage through scale.

- Led product design for a platform that scaled from ~2,000 users to 2M+ users, supporting 400M+ creative assets across individual, teams and enterprise use cases.
- Established and evolved Playbook's design system across product and marketing surfaces.
- Defined early brand tone, visual language, and launch campaign in close collaboration with founders.
- Redesigned and built current marketing website (HTML/CSS)
- Led the design of Playbook's out-of-home billboard campaign, displayed across San Francisco.

Product Design Intern

Cahoot, Connecticut

Jun 2019 – Aug 2019

- Introduced and advocated for UX processes within a fast-moving B2B startup environment.
- Collaborated closely with engineering and leadership to redesign the merchant dashboard, reducing friction for users.

Product Design Lead

Google x SCAD Collaboration, Savannah

Sep 2020 – Nov 2020

- Led a multidisciplinary team of 15 designers to create artifacts supporting inclusive product development.
- Designed user flows, personas, interface concepts, slide decks focused on accessibility and equity.

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Awards & Recognition

Outstanding Academic Achievement Award – SCAD

Savannah, GA

Rookie of the Year 2021

– The Rookies

Runner Up, 2021

Indigo Design Awards

– 2x Silver, 4x Bronze

Interactive Design, UX, Apps

Skills

Product & Design:

Product strategy • UX/UI design • Design systems • Prototyping • User research

Technical

Figma • HTML & CSS • Adobe Suite

Languages

English • Vietnamese

Community

Playbook Imagination Fund 2024

Initiator & Program Lead

Initiated and led the Imagination Fund, a \$100K grant program supporting creators with funding, visibility, and creative resources to bring independent projects to life.

SCAD Startup 2021

Visual Designer

Designed a visual system used across web, marketing materials, and social channels for Startup 2021, hosted by a student club at SCAD.