Phat Tran

Principal Product Designer

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PROFESSIONAL EXPERIENCE

Principal Product Designer / Elevance Health, Inc.   April 2018 - June 2025

– Led integration of CVS Pharmacy shopping journeys into digital platforms, boosting user engagement by **12%**.

- Managed and scaled a cross-functional team of 6 designers; collaborated with senior leaders to align UX strategy with product, engineering, and marketing.
- Designed **AI-enhanced dashboards and predictive experience** for healthcare B2B flows, improving task completion efficiency and reducing friction for Brokers.
- Led design and UX strategy for an **AI-powered** support chatbot, reducing user support inquiries by 30–45% through automated answers and guided journeys.
- Developed UI patterns for confidence scoring and risk indicators to increase transparency in AI outputs, resulting in **greater user trust and adoption**.
- Mentored junior designers, resulting in **2 promotions within 6 months** and improved team morale and skill growth.
- Owned creative direction from concept to implementation, ensuring brand consistency across web and mobile ecosystems.

Senior UX/UI Designer / Elevance Health, Inc.   April 2016 - April 2018

– Led design strategy alignment with business goals, improving user satisfaction by 25% and boosting member journey efficiency by 12% in an Agile environment.

- Spearheaded high-impact enterprise design projects, improving data visualization and user journey by 8%.
- Boosted 4% successful rate by conducting A/B usability testing to validate design decisions.
- Led design critiques and presented to leadership and stakeholders, translating complex design concepts into clear, actionable insights that resulted in a 20% improvement in decision-making speed.
- Implemented a design system, streamline consistency across platforms, and reduce development time by 12%.
- Facilitated 5+ workshops to align teams, gather feedback, and drive ideation for product roadmap and design direction.

UX/UI Designer / Ashworth College   April 2011 - April 2016

– Led website redesign projects, achieving a 12% increase in user engagement and improved Google search ranking.

- Managed mobile-first design initiatives, boosting conversion rates by 8% and enhancing customer retention.
- Created high-converting landing pages with a 5% success rate for lead generation.
- Increased development time 25% by developing clean HTML/CSS and reusable components.
- Developed and maintained design systems components for brand consistency.

WHY ME

Principal Product Designer with 10+ years of experience delivering user-centered digital products and emerging **AI capabilities**. Skilled in building predictive dashboards, AI-assisted workflows, and natural language interaction that improve efficiency and reduce friction. Adept at guiding concept-to-execution design, driving collaboration across product, engineering, and data science to deliver measurable business and user impact.

CORE SKILLS

User Centered Design • AI/ML • Wireframes   Prototypes • Visual Design • Miro • Design Systems • Figma • Design • HTML/CSS • Agile • Interactions Design • Adobe CC • Data Visualization • Usability Testing Research • Analytics

SOFT SKILLS

Collaboration • Team Management Presentation • Delegating • Storytelling Creative thinking • Proactive • Interpersonal

EDUCATION

Bachelor of Arts: Graphic Design
American InterContinental University

Atlanta, GA / May 2007

Atlanta Public Speaking & Communication Certification

Atlanta, GA / May 2016

AWARDS

Team IMPACT Award
Elevance Health, Inc

Atlanta, GA / May 2020