

Christina Tran

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{ DESIGN FOR SOCIAL IMPACT }

Austin Center for Design FALL 2010-SPRING 2011
Graduate Studies, Interaction Design & Social Entrepreneurship

- People-centered interaction design to tackle 'wicked' social problems
- Year-long studio project researching homelessness in Austin & creating social venture solutions for families experiencing homelessness

Intern, LivelyHoods SUMMER 2011

Monitoring & evaluation intern for #SocEnt creating livelihoods for youth in urban slums, starting in Nairobi

- Developed M&E strategy based on best practices
- Researched & made recommendations for SMS-based data collection platforms

Co-Founder, Patient Nudge SUMMER 2011-ONGOING

#SocEnt that connects patients and care providers via text message to increase adherence to treatment plans

- Design Ignites Change Grant Award
- Rock Health Members Program

{ TEACHING }

Teaching Artist, Theatre Action Project SPRING 2010

After-school arts program based on Theatre of the Oppressed principals. Elementary students from K-4

Writing Teacher, Badgerdog Publishing SUMMER 2010

Summer writing camp for middle school students

Citizen Teacher, Citizen Schools SPRING 2009

Graphic novel apprenticeship for middle school students

Tutor, Literacy Austin SPRING 2007-SUMMER 2009

Reading & writing instructor for adults

Volunteer FALL 2009-SPRING 2010

- **Bookspring** - RIF Days, Teen moms program
- **Austin Bat Cave** - In-school writing volunteer
- **Austin Public Library** - Pre-school storytimes

University of Texas at Austin FALL 2009

- Post-Baccalaureate Courses, EC-6

{ GRAPHIC DESIGN }

Independent Contractor AUGUST 2010-ONGOING

Visual design, interaction design, & design research

- Clients: Asterisk Group, Wyatt Brand, Design Porch

fd2s MAY 2008-MAY 2009

Wayfinding, environmental graphics, & exhibits

- Clients: UCSF Medical Center, HEB grocery, San Antonio Children's Museum

Buckmaster Design AUGUST 2006-APRIL 2008

Print & web design for non-profit clients

- Clients: Seton Fund, Dell Children's Medical Center Foundation, Texas Monthly Custom Publishing, Texas Dental Association

NPR SUMMER 2006

Design intern with Creative Services department and Reporter/producer/design team for *Intern Edition*

University of Texas at Austin 2002-2006

- BFA, Design

{ DESIGN RESEARCH }

Homelessness in Austin FALL 2010

Project manager during AC4D research project

- Contextual inquiries and stakeholder interviews
- Goals: empathy with people experiencing homelessness, map user experience at local shelters, and synthesize findings to initiate a range of social venture solutions
- Presentation to community stakeholders

Methods:

- Contextual inquiry & shadowing
- Participatory stakeholder interviews
- Concept mapping & work modeling
- User scenarios
- Think-aloud usability testing
- Heuristics evaluation

Supporting Experiences:

- Journalism & oral history classes at UT Austin
- Reporter & producer for *Daily Texan*, *KVR News*