

Victor Tran

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VISUAL DESIGNER AT IBM | ENTERPRISE AI & AUTOMATION, PRODUCT DESIGN & DESIGN SYSTEMS

Visual designer with 10 years of experience making complex enterprise products and communication systems clear, useful, and scalable. I combine visual and interaction design, reusable systems, research, close cross-functional delivery, mentoring, and practical design-to-code fluency.

Visual Design | Product Design | Design Systems | Enterprise AI & Automation | UX/UI | Research | Accessibility | Design-to-Code

PROFESSIONAL EXPERIENCE

IBM | Austin, Texas

Visual Designer, IBM watsonx Orchestrate | AI & Automation | January 2024–Present

- Design visual and interaction experiences for enterprise AI and automation workflows in IBM watsonx Orchestrate.
- Lead visual design for complex document-processing experiences and contribute interaction specifications and reusable canvas patterns with product, UX, and engineering partners.
- Maintain and review component-library patterns, tokens, and system standards as part of the visual-quality gate for product delivery.
- Pioneered AI-assisted design-to-code workflows within the team, translating Figma explorations into working Storybook components and sharing the approach with other designers.
- Lead research and translate findings into product recommendations; mentor designers and host or co-host Design Guild sessions.

IBM | Raleigh, North Carolina / Austin, Texas

Visual Designer, IBM Cloud | Observability | January 2021–December 2023

- Designed and evaluated enterprise cloud experiences through research, prototyping, concept testing, heuristic review, and Carbon-aligned interface work.
- Co-created reusable illustration components, visual guidance, documentation, and review practices while supporting product teams and contributors.

Pi Kappa Phi Fraternity Headquarters & The Ability Experience | Charlotte, North Carolina

Assistant Executive Director of Communications | September 2018–January 2021

Graphic Designer | July 2016–August 2018

- Progressed from graphic designer to communications leadership, directing visual, editorial, brand, and multichannel work while improving creative operations and stakeholder delivery.
- Led layout and art direction for The Star & Lamp across five years and nine issues.

EDUCATION

Western Michigan University | BFA, Graphic Design, 2016 | Lee Honors College Graduate

DESIGN & TOOLS

Figma | Adobe Creative Suite | Storybook | HTML | CSS | React | TypeScript | Design tokens | Accessibility