

Andrew Q. Tran

EXPERIENCE

Aster • Co-Founder & Chief Product Officer (2023 - 2024)

- Spearheaded the creation of a next-gen women's health operating system, securing \$2.4M in pre-seed funding as CPO and Head of Design.
- Owned product vision, roadmap, design and strategy for electronic medical records (EMR) and practice management software, including AI-empowered scheduling, clinical notes, telehealth, e-prescriptions, labs, and patient management specialized for maternal health.
- Led cross-functional collaboration, pilot program development, customer engagement, and partnerships with industry vendors.
- Recruited and managed a high-performance engineering team, fostering a collaborative and results-driven culture. Oversaw internal operations, including setting up HR systems, training, and benefits to support growth and retention.

Meta • Staff Product Designer (2020 - 2023)

Meta Reality Labs

- In a dual PM role, spearheaded product strategy and design for wearable and VR products focused on wellness and social experiences, driving user engagement and platform growth.
- Defined and scaled novel social engagement features to drive usage on AR wrist devices. Owned the design vision across product lines, enhancing core social experiences with customized, performance-driven experiences, and fostering alignment with company goals.
- Led a cross-functional team through privacy & legal to launch Meta's first health experiences, partnering across Meta to integrate VR devices into health payer programs, setting the stage for 10% of future VR device sales.

Facebook Financial

- Led product strategy, design, and product management, defining roadmaps and driving growth across Commerce Platform, P2P Payments, FB and IG Shops. Created a new platform to aggregate incentives, boost engagement, and capture ad signal loss, ensuring seamless integration across teams.
- Developed design strategies to enhance financial transactions in messaging products, including launching a viral beta WhatsApp India program that drove 450K+ transactions and expanded payment adoption.
- Spearheaded the UX strategy for incentives experiences, including a framework for promo codes and offer redemption across Facebook and Instagram, contributing to an 8% increase in GMV for Shopify merchants.

Mindstrong Health • Sr. Product Designer, Lead (2018 - 2020)

- Led end-to-end product and experience design for patients with serious mental illnesses (SMI) and clinical care teams, driving the company's growth from Series A to Series C.
- Spearheaded a top-of-funnel redesign & optimization, doubling the user base in one quarter and reducing the enrollment burden of member support by 50%.
- Identified and solved unmet needs in patient communications, improving therapy efficiency and scaling clinical services, securing over \$8M annually in B2B deals and partnerships.
- As founding designer, built and managed a high-performing design team, establishing foundational design systems and research processes.

CONTACT

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EDUCATION

Google for Startups (2024)
Accelerator, Founder

IDEO CoLab (2018)
Design Fellow

University of Toronto (2014)
MSc, Biomedical Communications

UCLA (2007)
BS, Psychobiology

EARLIER ROLES

BioElectron (2017 - 2018)
Sr. UX/UI Designer
Scientific webapp for robotic instruments

BioRender (2017)
Product Design Consultant
Zero-to-one scientific illustration app

Vave Health (2015 - 2017)
Product Designer
Portable and wireless ultrasound

USC, Lab of NeuroImaging (2014 - 2015)
Scientific Graphic Designer
Neuroimaging visual communications

UCLA, Amgen, Novartis (2004 - 2012)
Biomedical Researcher
Molecular imaging, immunology,
pharmacology, bone disorders, oncology