

Tram Dao, Staff Product Designer

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EXPERIENCE

Cedar, New York, NY – Staff Product Designer

SEP 2024 – PRESENT

- **Design Lead on client retention** – Led design response when the largest client (\$25M) threatened to leave. Created an experiment framework that enabled 60 tests in 5 months by streamlining legal approvals and using no-code tools. Outperformed biggest competitor by +24% collection rate.
- **Product Lead on personalization** – Owned discovery, roadmap, and design for growth team running rapid comms experiments. Led engineers and data scientists to improve performance of hard-to-collect patient cohorts. Partnered with Client Management to source clients for experiments.
- **Product strategy** – Led strategy development with Director of Product through storyboarding to secure Executive buy-in for 2026 initiative focused on leveraging AI to personalize patient experiences. Served as initiative Design Lead, empowering other designers to design MVP which hit a goal of +1.66% collections rate in Q1.
- **AI-powered enablement** – Built copywriting skills that make it easy for teams to draft product communications. Worked with Legal to define which patient data is safe in different product use cases, powering a legal advisory agent teams use to get approval on new product work. This cut legal review time from a week to a few minutes.
- **Mentorship & team development** – Coached a junior designer on craft, research, and working with PMs and engineers, enabling on-time delivery of projects like a comms audit that drove a 1.7% lift in collections.
- **Cross-functional collaboration:** Established Data + Design Review weekly meeting (cited by Data Sci as 'favorite meeting each week') for Design, Product, DS, and Eng to review designs in flight and share experiment learnings.

Cedar, New York, NY – Senior Product Designer

OCT 2021 – SEP 2024

- **HSA / FSA integration** – Led design and launch for 2 integrations with HSA / FSA providers which resulted in +2.4% more portal reach, +2% more payments, and +5.4% collection rate.
- **FSA Expiration Email Campaign** – Identified opportunity and led end-to-end email experiment while PM and Eng bandwidth was constrained – Launched via no-code tool, achieving +10% payment increase for known FSA patients.
- **Point-of-service tooling** – Visited client front offices on-site to understand how staff actually worked the desk. Mapped staff workflows and designed point-of-service tools to enable medical staff to check in and collect payments from incoming patients. Live with 3 hospital systems.

- **Internal tooling** - Designed no-code tools for client-facing teams to update paper statements without engineering (reducing turnaround from weeks to hours) and an email tool for product teams to launch one-off comms.
- **Research & strategy** - Conducted research to evaluate patient desirability of Guaranteed Estimates feature, which informed strategic decision to sunset the feature, saving Cedar up \$500k.

HubSpot, Boston, MA – Senior Product Designer

AUG 2017 – APR 2021

- Created a design system establishing consistent content editing experiences across 20 apps, which enabled faster product team execution.
- Translated support tickets into prioritized usability roadmap, and led research and design of admin experiences across five product teams.
- Designed product experiments and onboarding for Google Chrome and Microsoft Outlook extensions, balancing user adoption with technical integration constraints

HubSpot, Boston, MA – Sales Engineer (2016-2017) & Support Engineer (2014-2016)

Progressed from Customer Support to Sales Engineering, supporting 30+ salespeople on the North American Small Business Team with technical consulting and product demos.

EDUCATION

Boston University – Bachelor of Science, Journalism

2012-2014