



HAILEY HANG TRAN PRODUCT DESIGNER

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ARTIST STATEMENT

Like many others, I cannot recall all of my childhood memories, however, I do particularly remember the time that I was sent away to live with a family's close friend because my parents were struggling financially and because of the addition of another family member, my little brother.

During that time, the person who helped raise me was my grandmother's best friend. We lived on the second floor of an old house in central Hanoi. Our one room apartment was really small, yet for some reason, it always felt warm and full of life. When I started kindergarten, I moved in to my aunt's, and undoubtedly, it was an important milestone in my life. My aunt discovered that I had a gift for art and encouraged me to pursue this talent. This was my first step towards learning about art as a small child. When I was in primary school, for my family's convenience, I moved to my grandfather's house where I took art classes for four years. I was accepted into the Youth Training Program of Hanoi University of Fine Art, which definitely helped shape my personal and professional growth in this space.

Art is my passion. That is the reason why I decided to move to the United States in 2011. With an advanced educational system, I surely believed that I could learn so much and become a great Graphic Designer and Photographer here. I began my journey in the States at Shoreline college in Seattle.

In 2013, I had a chance to design some things for the Global Passport project from AIESEC Hanoi - the world's largest student-run organization. AIESEC gave me a great opportunity to gain experience as a Graphic Designer in the professional environment.

In 2015, I moved to Chicago to finish my BA's degree at Columbia College Chicago. I majored in Graphic Design with a minor of Photography. After 2 months, I joined the Columbia College Chicago's Office of Students Communications' as a Graphic Designer and Photographer.

I started working on a mobile application called Munchee in the beginning of 2016, which is basically an Instagram for food. After a year of hard work, the Munchee team launched both iOS and Android versions in March, 2017. We were also voted as top most favorite apps of June, 2017 on Product Hunt. Munchee's users are mainly foodies, food bloggers and lovers in LA, SF, and NYC.

I started doing charity since I was in high school back in Vietnam. I love helping the communities around me, especially disadvantaged, orphaned children. One of my biggest goals is to spend a few years in Africa and Asia as a volunteer for different non-profit, charitable organizations. I think giving makes you happier because it leaves a positive impact on people's lives. Thus, I decided to join the WeTrust team in July 2017. With the mission of building blockchain products to help the less fortunate around the world, we have launched 2 decentralized apps in 2018. Our first product, Trusted Lending Circles, is a dApp that helps people build and access credit within a trusted group. SPRING is our second product, which is a fundraising platform that allows social entrepreneurs and nonprofits to raise funds via cryptocurrencies.

My biggest mission is to combine art and technology to make social impact and improve quality of life. One can describe my art in 4 words: simple, unique, impressive and applicable. I am a perfectionist and always put high standards for myself and my works because in my opinion, "No matter how perfectly you do something, it can still be improved."