

Nhung Tran

A creative obsessed with design and digital media

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EXPERIENCE

Alation — Sr. Associate Graphic Designer

AUGUST 2023 - PRESENT / REDWOOD CITY, CA

- Established well-documented brand guidelines, templates, and design system built for brand awareness, scalability, and testing for the 2024 rebrand
- Supported visual design for web and eventually became lead in September 2025
- Facilitated and executed multiple projects for internal stakeholders with minimal involvement from upper management
- Led the visual strategy for the 2025 company product strategy shift, working closely with executives, directors, and seniors
- Created environmental designs for external and internal user conferences, prioritizing cohesive brand experiences
- Produced motion graphics for social, web, trade shows, and campaigns

Clear Digital — Visual Designer

JUNE 2022 - JUNE 2023 / SAN JOSE, CA

- Led the visual design phase for website redesign projects from responsive prototypes to design QA
- Contributed to the development of award-winning rebrands, design, and UI systems
- Produced visual assets and mockups for clients using Adobe Creative Suite and Figma
- Collaborated weekly with project managers and developers to confidently navigate client projects
- Professionally led reviews and discussions with clients of all seniority levels

Leviton — Graphic Designer

SEPTEMBER 2021 - JUNE 2022 / ANAHEIM, CA

- Compiled product brochures and digital assets for quarterly product launches
- Produced motion graphics and videos to address client needs and questions
- Designed product landing pages using Oracle WebCenter
- Increased social media engagement among suppliers and specifiers by introducing more animations and interactive content

Allthenticate — Founding Creative Director

JULY 2020 - JUNE 2021 / SANTA BARBARA, CA

- Developed company's brand and design system to jumpstart marketing endeavors
- Created high volumes of digital content and assets for weekly social engagement
- Directed UI/UX for mobile app, demos, and company website
- Partnered with local tech companies to beta test products and receive feedback
- Composed email content and educational articles related to cybersecurity topics

EDUCATION

University of California, Santa Barbara — B.A. Sociology

INTERESTS

Whittling | My Rabbits | Pastry Making | Sculpting | Weaving | Volunteering at Animal Shelters

TOOLKIT

Adobe Creative Suite, Figma, Loveable, ChatGPT, Lottie Lab, Microsoft Office Suite, Google Suite, Visual Studio Code, GitHub, Invision, Squarespace, Wix, Wordpress, Webflow, Elementor, Oracle WebCenter, Contentful, Vercel

SKILLS

User Interface (UI), User Experience (UX), Web Development (HTML, CSS, Javascript), Brand Design, Graphic Design, Visual Design, Design Systems, Illustration, Merchandise and Print, Environmental Design, Publication, Video Production, Photography, Motion Graphics, Paid Marketing Design, Social Media Marketing, Project Management

AWARDS

Most Engaging Activation Space

Snowflake Data Cloud Summit, 2024

Best of Show

American Advertising Federation, Silicon Valley, 2024

Gold, Illustration Series

American Advertising Federation, Silicon Valley, 2024

Judge's Choice Award

American Advertising Federation, Silicon Valley, 2024

ww3 Award Winner, 2023

Platinum Award

AVA Digital Awards, 2024

Platinum Award

MarCom Awards, 2023

PORTFOLIO

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