

Nhung Tran

A creative obsessed with design and digital media.

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EXPERIENCE

WebEnertia — Visual Designer

JUNE 2022 - PRESENT / SAN JOSE, CA

- Created visual assets and designs for Silicon Valley companies using Adobe Creative Suite and Figma
- Collaborated with project managers and developers to kickstart and hand off client projects
- Contributed to the development of branding, design, and UI systems for client companies with fellow designers

Leviton — Graphic Designer

SEPTEMBER 2021 - JUNE 2022 / ANAHEIM, CA

- Compiled product brochures and digital assets for quarterly product launches
- Produced and edited motion graphics and videos to address important topics
- Organized website information and designed product landing pages using Oracle WebCenter
- Increased social media engagement among suppliers and specifiers by 7%

Allthenticate — Creative Director

JULY 2020 - MAY 2021 / SANTA BARBARA, CA

- Developed company's branding to jumpstart marketing endeavors
- Multi-tasked in creating high-volumes of digital content and visual assets for weekly social platform management
- Designed UI/UX and developed for phone app, demo websites, and company website by working with team of software engineers and developers
- Collaborated with local tech companies to test products and receive feedback
- Composed content for email marketing with a subscribers list of 900+ individuals and achieved a consistent 51% engagement rate

University of California, Santa Barbara — Graphic Designer

OCTOBER 2018 - AUGUST 2020 / SANTA BARBARA, CA

- Founded brand identity and management to emphasize accessibility and remove stigmas accompanying basic needs in visual messaging
- Created digital media assets to promote community resources
- Worked in a communications team to conduct user research about students, faculty, and staff about increasing accessibility to resources
- Redesigned website with a focus on adding narrative, better conversion rates, and organization of resources according to user feedback

EDUCATION

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

SEPTEMBER 2018 - JUNE 2021

Involvements: UCSB Sustainability, UCSB Vietnamese Student Association, California-Nevada-Hawai'i Key Club Alumni College Mentorship Program

INTERESTS

Cooking, Baking, Spoiling my pet rabbits, Gaming, Music, Movies, Volunteering

SKILLS

Toolkit

- Adobe Creative Suite
- Figma
- Microsoft Office Suite
- Google Suite
- Visual Studio Code
- GitHub
- Invision
- Squarespace, Wix, Wordpress, Webflow, Oracle WebCenter

Technical

- User Interface (UI)
- UX (User Experience)
- CRO (Conversion Rate Optimization)
- Web Design/Development (HTML, CSS, Javascript)
- Programming (Python)
- Brand Management
- Graphic Design
- Video Production
- Photography
- Motion Graphics
- Social Media Management
- Email Marketing

AWARDS

William A. Dunlap Fellowship

California-Nevada-Hawaii Kiwanis

Outstanding Service Award

Pacific Northwest Key Club District

Distinguished District Editor

Key Club International

PORTFOLIO

nhungtran.me

