

# Nhung Tran

A creative obsessed with design and digital media

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## EXPERIENCE

### 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
- Supported senior designers in finalizing web pages, imagery, and design 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
- Contributed to B2B visual brand identity transformations from logo designs to compiling style tiles
- Communicated professionally and seamlessly with multiple client companies on asynchronous and synchronous discussions

### 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 client needs and questions
- Designed product landing pages using Oracle WebCenter
- Increased social media engagement among suppliers and specifiers by 7% by introducing more animations and interactive content

### Allthenticate — Creative Director

JULY 2020 - JUNE 2021 / SANTA BARBARA, CA

- Developed company's brand and design system to jumpstart marketing endeavors
- Multi-tasked in creating high volumes of digital content and visual assets for weekly social platform engagement
- Directed UI/UX for mobile app, demo websites, and company website in collaboration with developers
- Partnered with local tech companies to beta test products and receive feedback for further iteration
- Composed content for email marketing and educational articles related to cybersecurity topics

## EDUCATION

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

SEPTEMBER 2018 - JUNE 2021

- Designer for UCSB Thrive and Basic Needs
- Marketer and Designer for UCSB Summer Sessions 2021
- Publicist and Designer for Vietnamese Student Association 2019-2020

## INTERESTS

Collecting quirky animal ceramics • Spoiling my pet rabbits • Gaming • Music • Movies and Film • Volunteering at pet shelters

## TOOLKIT

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

## SKILLS

User Interface (UI) • UX (User Experience) • CRO (Conversion Rate Optimization) • Web Development (HTML, CSS, Javascript) • Programming (Python) • Branding • Graphic Design • Video Production • Photography • Motion Graphics • Social Media 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