



Billy Tran

Graphic Designer / Digital Marketer

Contact

Portfolio: www.BillyTran.design

Phone: (646) 945-4288

Email: billytrandesigns@gmail.com

Linkedin: [linkedin.com/in/billiamdesign](https://www.linkedin.com/in/billiamdesign)

Education

San Jose State University

BA Graphic Design | May 2022

Certifications

Digital Marketing & E-commerce

Professional Certificate

Google | 2024

Marketing: Copywriting for Social Media

Linkedin Learning | 2024

Programs

Adobe Illustrator, Indesign, Photoshop, Lightroom, Figma, AfterEffects, Premiere Pro, Dreamweaver, Google Analytics, Canva, Wordpress, Trello Mailchimp Amazon A+ Content, Meta Business Suite, Procreate, Notion, Microsoft Office

Skills

Illustration, Package Design, Print Design, Brand Design, Product Design, UX Design Marketing Design, Infographic Design, Presentation Design, Typography, Prototyping, Iconography, Marketing Copywriting

Interest

Photography, Cooking, K-pop, EDM, Karaoke, Fashion, Video Games, Hiking, Drawing, DIY crafts, Traveling, Fitness

Experience

Graphic Designer

Ready Artwork | Jan 2025 – Present

- Collaborate with Beauty Treats to develop innovative and visually compelling packaging designs, ensuring alignment with brand guidelines and market trends.
- Serve as a liaison between clientele and the design team, facilitating clear communication to deliverables that meet client expectations and project timelines
- Conduct research on competitive packaging trends to create designs that stand out in retail environments and resonate with target audiences.
- Create social media graphics for client 2nd Love Cosmetics to help promote products, testimonials, and brand engagement.

Freelance Graphic Designer

Billiam Designs | Aug 2021 – Present

- Partners with clients like Stanford's Linear Accelerator Lab and SAP SuccessFactors to develop visually engaging infographics to demonstrate data
- Helps small businesses from branding to logo design, marketing, strategy, & digital content that contributed to a 30% increase in brand recognition
- Creates impactful promotional materials for organizations like Santa Clara County, successfully driving event attendance & interactions.
- Illustrate prints & merchandise for returning client Katani Orlando, ensuring brand consistency across all events, contributing to increased attendee engagement

Creative Content Manager

Pelican Group Ventures | Sept 2024 – December 2024

- Formulated and executed comprehensive content marketing strategies to drive organic traffic and enhance brand visibility
- Managed content creation across email marketing and social media platforms, utilizing tools like Active Campaign, Hootsuite, Canva, and Adobe Photoshop
- Craft digital marketing materials including social media ads, email campaigns, and banners for both paid & organic campaigns
- Optimize website and digital assets through targeted SEO practices, including keyword research and content audits

Lead Packaging Designer

élan beauté & supplies | Dec 2022 – Sept 2024

- Supervised a team of designers & interns by coordinating projects, while effectively resolving various project inquiries through feedback and mentorship
- Led creative direction for company collaborations such as winx club, product launches, & branding to reinforce élan's brand visibility
- Developed a cohesive visual identity across all marketing design collateral, resulting in a stronger brand presence and a 3% increase in conversions
- Designed in-house marketing graphics for social media, experiential events, and apparel to increase brand awareness, leading to 15% uptick in followers
- Revamped seasonal package design campaigns & craft compelling copy that enhanced product storytelling, leading to a 15% increase in gross profit

Digital Marketing Designer

Dr.Loo's Natural Remedies | Mar 2019 – Jul 2021

- Communicated with client to create package design deliverables catered to their visions, standards, & goals
- Conducted market research and competitive analysis to identify product trends and opportunities
- Refined and updated packaging designs for consumer products, resulting in improved brand recognition and customer engagement.
- Researched & developed digital marketing strategies, analytics, art direction, user experience, & social media presence aligning to Dr.Loo's brand guidelines