



# BILLY TRAN

GRAPHIC DESIGNER / PRODUCT DESIGNER

## OBJECTIVE

Eager to bring 3+ years of professional design experiences & undergraduate accomplishments. Seeking to combine creative processes to implement evolving solutions; to design what makes you smile.

## CONTACT

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## EDUCATION

**BA in Design Studies,  
Concentration in Graphic Design**  
San Jose State University | May 2022

## TECHNICAL SKILLS

### Adobe Creative Suite

Illustrator, Indesign,  
Photoshop, Lightroom,  
AfterEffects, Premiere Pro,  
Spark, Dreamweaver

### Other

HTML/CSS, Illustration, Typography,  
Printing, Prototyping, Figma,  
Content Creation, Photography

## PEOPLE SKILLS

Facilitation, Team-leader,  
Communication, Cross collaboration,  
Problem Solver, Time management

## HOBBIES



## EXPERIENCE

### élan beauté & supplies | Jan 2023 - Present

#### Graphic Designer & Product Designer

- Constructs unique and commercially appealing packaging while staying true to élan beauté & supplies' brand personality
- Establishes weekly deliverables and production timeframes by engaging in daily communication within the creative department
- Designs in-house marketing graphics for use on multiple platforms; social media, flyers, apparel to increase brand awareness
- Assists the social media director

### BillyTran.design | 2020 - Present

#### Freelance Designer

- Works with numerous clients to define requirements, design brand logos, graphics & marketing strategies
- Collaborates with clientele such as Stanford's linear accelerator lab, & SAP Successfactors to create informative materials through infographics, flyers & presentations.

### Dr.Loo's Natural Remedies | Jul 2018 - Mar 2021

#### Graphic Designer & Digital Marketing

- Communicated with client to create deliverables catered to their visions, standards, & goals.
- Updated package designs to align with company branding
- Researched & developed digital marketing strategies, analytics, art direction, user experience, & social media presence.

### RISING internship | Fall 2019 - Summer 2020

#### Graphic Design & Leadership

- Spearheaded branding & design assets for RISING internship class, including logos, digital images, while developing interpersonal leadership skills.
- Utilized multi-media methods such as photography to reinforce graphics for posting social media posts