



## Billy Tran

Graphic Designer / Product Designer

## Contact

Portfolio: [www.BillyTran.design](http://www.BillyTran.design)

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## Education

### San Jose State University

BA in Design Studies,  
Concentration in Graphic Design

## Certifications

Digital Marketing & E-commerce  
Professional Certificate  
Google | 2024

Marketing: Copywriting for Social Media  
LinkedIn Learning | 2024

## Programs

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

## Skills

Graphic Design, UX Design, HTML/CSS,  
Illustration, SEO, Package Design, Email  
Design, Brand Design, Product Design,  
Marketing Design, Infographic Design,  
Presentation Design, Product Design,  
Typography, Print, Prototyping, Iconography,  
Analytics, Performance Analytics, Copywriting

## Interest

Photography, Cooking, Music, Karaoke,  
Fashion, Video Games, Hiking, Drawing,  
DIY crafts, Traveling, Fitness

## Experience

### Freelance Graphic Designer

Billiam Designs | 2021 - Present

- Works with 20+ clients to define requirements, graphic essentials and brand strategies leading to consumer satisfaction
- Partners with clients like Stanford's Linear Accelerator Lab and SAP SuccessFactors to develop visually engaging information graphics that effectively communicate complex 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.
- Illustrates marketing collateral & merchandise for returning client Katani Orlando, ensuring brand consistency across multiple events and contributing to increased attendee engagement

### Lead Graphic Designer

élan beauté & supplies | Sept 2023 - Sept 2024

- Directed projects to increase operational efficiency and improve collaboration among interdepartmental teams resulting in same day deliverables
- Supervised a team of junior designers & interns to delegate tasks including marketing assets, branding & package designs, while effectively troubleshooting and 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

### Package & Graphic Designer

élan beauté & supplies | Jan 2023 - Sept 2023

- Contributed to an 20% increase in profits for e-commerce and storefronts by revamping packaging to align with brand identity
- Designed in-house marketing graphics on multiple platforms; social media, events, flyers, and apparel to increase brand awareness, contributing to 17% growth in followers
- Established weekly deliverables and production timeframes by engaging in daily communication within the creative department
- Collaborated with marketing team to design seasonal themes and craft compelling copy that enhanced product storytelling, leading to a 15% increase in seasonal sales

### Graphic Design & Digital Marketer

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

- Communicated with client to create deliverables catered to their visions, standards, & goals
- Conducted market research and competitive analysis to identify product trends and opportunities.
- Researched & developed digital marketing strategies, analytics, art direction, user experience, & social media presence aligning to Dr.Loo's brand guidelines

### Graphic Design & Leadership Intern

RISING internship | Fall 2019 - Summer 2020

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