



Billy Tran

Graphic Designer / Product Designer

Contact

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Education

San Jose State University

BA in Design Studies,

Concentration in Graphic Design

Programs

Illustrator, Indesign, Photoshop,
Lightroom, Figma, AfterEffects,
Premiere Pro, Dreamweaver
Canva, Wordpress, Mailchimp
Amazon A+ Content, Procreate

Skills

Graphic Design, UX/UI Design,
HTML/CSS, Illustration, SEO,
Package Design, Brand Design
Marketing Design, Infographic
Design Presentation Design,
Typography, Print, Prototyping,
Iconography,

Interests

Cooking, Music, Baking, Working Out,
Video Games, Traveling, Hiking,
Content Creation, Photography,
Karaoke, Styling

Experience

Lead Graphic Designer

élan beauté & supplies | Sept 2023 – Sept 2024

- Directs projects to increase operational efficiency and improve collaboration among interdepartmental teams resulting in same day deliverables.
- Supervises 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.
- Leads creative direction for company collaborations such as winx club, product launches, & branding to reinforce élan's brand visibility

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.

Freelance Designer

Billiam Designs | 2021 – Present

- Works with 20+ clients to define requirements, graphic essentials and brand strategies leading to consumer satisfaction.
- Collaborates with clientele such as Stanford's linear accelerator lab, and SAP Successfactors to create informative materials through information graphics.
- Networks and creates long-lasting relationships through frequent communication & consultations.
- Create promotional materials for numerous organizations such as Santa Clara County to successfully promote events.

Graphic Designer

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.

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 digital media posts