



Billy Tran

Graphic Designer / Product Designer

Contact

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Education

San Jose State University

BA in Design Studies,

Concentration in Graphic Design

Certifications

Google Digital Marketing & E-commerce
Professional Certificate | 2024

Programs

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

Skills

Graphic Design, UX/UI 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, Social Media Management

Experience

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

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 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.

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