



Billy Tran

Graphic Designer / Digital Marketer

Contact

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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

Illustrator

Photoshop

Indesign

Lightroom

Dreamweaver

Premiere Pro

Canva

Shopify

Mail Chimp

Klaivyo

Hubspot

Procreate

Microsoft Office

Wordpress

Notion

Asana

Figma

Google Analytics

Amazon A+ Content

Experience

Graphic Designer

Menmin Made - San Francisco, CA | May 2024 - Present

- Collaborate closely with founder and artist Paulina to design weekly email campaigns and homepage banners that align with brand storytelling and seasonal product drops.
- Art direct and assist in product photography photoshoots to ensure cohesive visual presentation across digital platforms.
- Support the creative direction of marketing assets to maintain brand consistency and drive higher engagement through design-led storytelling.
- Write creative copy for email and web content, aligning brand voice with engaging, conversion-focused messaging.

Digital Marketing Designer

Ready Artwork Digital Marketing Agency - Remote, CA | Jan 2025 - Present

- Collaborate with Beauty Treats to design and launch innovative packaging concepts, resulting in a 15% lift in product engagement while ensuring alignment with brand guidelines and market trends.
- Serve as primary liaison between clients & the team, streamlining communication to achieve 100% on-time project delivery and exceeding client satisfaction
- Develop high-converting email campaigns for Golden Nest, integrating visuals with brand identity to achieve 30%+ click-through rates & 12% increase in online sales.
- Craft engaging social media graphics for 2nd Love Cosmetics, contributing to a 5% growth in organic reach and boosting post engagement by 10%.

Freelance Graphic Designer

Billiam Designs - San Francisco, CA | Aug 2022 - 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.

Contract Graphic Designer

EIDorado National California, Inc. | May 2025 - Aug 2025

- Designed hiring documentation and new-hire welcome packaging that strengthened the company's onboarding experience and internal brand consistency.
- Developed branded merchandise and refreshed standard operating procedures (SOPs), improving clarity and visual cohesion across departments.
- Collaborated cross-functionally with HR and marketing teams to ensure deliverables aligned with corporate identity and communication standards.

Soft Skills

Leadership
Communication
Teamwork
Management
Collaboration
Attention to Detail
Adaptability
Time Management
Creative Thinking
Trend Awareness
Brand Consistency

Technical Skills

Graphic Design
Illustration
Email Design
Package Design
Marketing Design
Digital Marketing
Infographic Design
Presentation Design
SEO
Print Collateral
Branding
Typography
Performance Analytics
Iconography
UX Design
HTML/CSS

Interest

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

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 Graphic 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
- Researched & developed digital marketing strategies, analytics, art direction, user experience, & social media presence aligning to Dr.Loo's brand guidelines
- Refined and updated packaging designs for consumer products, resulting in improved brand recognition and customer engagement.