

TRAN PHUNG GIA NAM

ERIK TRAN



PROFESSIONAL SUMMARY

→ I am a results-driven Senior Graphic Designer with over 10 years of experience in branding, visual communication, digital communication. I specialize in crafting design solutions that reflect strong brand identity and support sales conversion and customer engagement. I have led creative campaigns that boost audience interaction, optimize digital touchpoints, and enhance the customer journey across multiple platforms.

WORK EXPERIENCE

JUNIOR ART DIRECTOR CUM. PRINTING SPECIALIST | Dec 2023 - May 2024 - Gardenline International Vietnam

- Led the Design Department, overseeing output quality and managing team resources to meet strict deadlines. Directed the artistic direction of the company's online presence during the employment period.
- Successfully developed the brand identity system and established the company's online presence. Achieved a 100% increase in social media engagement.
- Designed over 50+ marketing brochures, corporate stationery, and event materials aligned with the new brand identity
- Took charge of quarterly communication planning and execution.

SENIOR MARKETING EXE. CUM. GRAPHIC LEAD | Jan 2018 - May 2023 - AISVN American International School Vietnam

- Coordinated student recruitment efforts and managed communication campaigns, including monthly newsletters and multi-platform ad spending, resulting in a 29% increase in enrollment from 2019 to 2022.
- Collaborated with education-focused KOLs, successfully cutting communication costs by 50% compared to 2019.
- Successfully organized 100+ enrollment events and school activities.
- Led data-driven media planning through trend analysis and post-event reports, with goal to boost engagement by 10% monthly.
- Designed and produced 50+ branded media assets (event banners, posters, summaries, and infographics of 100+ lessons) in line with organizational brand guidelines.
- Designed 20+ landing pages and led a complete redesign of the organization's official website.

CO-FOUNDER & CREATIVE LEAD | 2014-2016 - The Other Creative House & Saigon Artbook

- Founded and managed creative initiatives to promote Vietnamese art and culture.
- Successfully published 5 art books that received critical acclaim and increased community engagement.
- Manage client relationships, present concepts, branding, campaign execution, digital marketing visuals and ensure the delivery of high-quality creative outputs.


SKILLS AND CERTIFICATIONS

- Core: Visualizer, Data-Driven Thinking, Collaboration, Human Relations, Problem Solving
- Competencies: Time Managment, Self Learning, Adaptability, Communication
- Tools: Google Ads, Meta Business, Photoshop, Illustrator, Indesign, Figma, After Effect, Chat GPT, MidJourney

EDUCATION

- Bachelor of Multimedia Communication – Arena Multimedia Vietnam
- Advanced Diploma in Multimedia (ADIM)
- Motion Graphic Fundamentals – Red Cat Motion
- Digital Illustration Advanced – TART

CONTACT

 +84 98 601 8511

 helloxnum.work@gmail.com