

Anny Tran

Graphic Designer

annytran.com

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(408) 223-5923

Work Experience

Gamercraft inc. | Graphic Designer

August 2021 – November 2022

- Developed brand identity from scratch including a professional logo, marketing assets, & style guides
- Conceptualized and prototyped websites' ui mockups in figma
- Designed 100+ social media graphics, blog thumbnails, promotional advertisements using photoshop
- Created mockups for merchandise and company apparel in illustrator
- Increased Gamercraft's user base by 75% monthly through marketing advertisements
- Managed multiple projects while balancing tight deadlines

UCI Esports | Design Intern

July 2020 – June 2021

- Conceptualized and designed 2 weekly promotional graphics for social media and formulated graphic templates for reusability
- Worked in a 3 person creative team to develop marketing style guidelines for a referendum campaign and design the UCI Esports team jerseys
- Trained and mentored two interns in esports design principles
- Designed twitch stream overlays & stingers for third party clients

UCI Continuing Education | Student Designer

June 2017 – August 2021

- Illustrated 15+ digital assets and 10+ infographics in collaboration with project managers
- Produced 20+ magazine advertisements using a range of premade assets
- Promoted the Main Street UCI podcast by creating t-shirt design assets with Adobe Illustrator & Procreate

Freelance Artist / Editor

June 2017 – August 2021

- Edited 10 minute biweekly YouTube videos of stream highlights and vlogs for online content creators using Adobe Premiere and After Effects (300K+ viewers on Youtube)
- Illustrated Twitch emotes for live-streamers using Photoshop
- Designed social media deliverables such as headers, thumbnails, and other promotional graphics for clients utilizing Photoshop and Illustrator

Education

University of California, Irvine | Bachelor of Arts in Fine Arts

June 2017 – August 2021

Software Skills

Adobe Photoshop	Figma
Adobe Illustrator	Blender
Adobe After Effects	Visual Studio Code
Adobe Premiere Pro	Microsoft Office

Technical Skills

Graphic Design	Typography
Digital Illustration	Photography
Video Editing	HTML/CSS
Motion Graphics	