KHOI TRAN | **Graphic Designer**

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Summary

I'm a multidisciplinary designer with a background in design, art, and computer science, creating thoughtful, user-centered solutions across digital and print media. With experience in UX/UI, branding, and visual storytelling, I blend creativity and functionality to craft designs that make an impact. My work is shaped by international experience, adaptability, and a passion for merging diverse perspectives.

Professional History

The Image Shoppe | *UX/UI Designer* | Grand Rapids, Michigan | 2023 - 2025
- Designed and developed 30+ front-end digital experiences, boosting user engagement and client conversions by up to 25%.
- Created 100+ digital and print assets for web, email, social, and interactive ads, maintaining consistent brand standards across all platforms.
- Recommended strategic design solutions that enhanced SEO, campaign alignment, and visual impact across multiple client touchpoints.
- Streamlined production workflows and pre-press preparation, reducing vendor revisions by 30% and accelerating project delivery.
- Led peer reviews and quality checks, contributing to a 98% error-free rate across all digital deliverables.

Grand Valley State University Promotions Office | *Lead Designer* | Allendale, Michigan | 2020 - 2022, 2023 - 2025
- Led design for 150+ print and digital assets annually, including posters, t-shirts, banners, and buttons, helping campus events stand out among hundreds of competing promotions.
- Spearheaded visual branding for major Student Life events, consistently delivering fresh concepts that aligned with evolving student interests.
- Trained and mentored 10+ new designers, improving team efficiency and design consistency across all projects.
- Streamlined the print production process, reducing turnaround times by 20% and minimizing material waste.
- Managed multiple client-facing projects from concept to final print under tight deadlines, ensuring 97% on-time delivery.

Sebright Products Inc. | *Graphic Design* | Hopkins, Michigan | 2020 - 2021
- Developed cohesive visual branding across three divisions: Sebright Products, Bright Technologies, and Balewulf, enhancing brand recognition and consistency.
- Designed 50+ marketing assets, including print materials, web ads, and promotional videos, supporting sales and trade show initiatives.
- Strengthened company identity through durable, industry-appropriate design that reflected reliability and trust in waste handling solutions.
- Contributed to a 15% increase in website engagement by producing visually compelling and targeted digital content.
- Collaborated with marketing and sales teams to deliver on-brand visuals under tight deadlines, ensuring high-quality execution across all formats.

Educational History

Master of Science | **Grand Valley State University** | Major in Applied Computer Science | 2023 - 2025

Bachelor of Fine Arts | **Grand Valley State University** | Major in Graphic Design | 2018 - 2021
- **Vice President**, GV Animators Guild, 2019 - 2020
- **Solo exhibition** | Fleeting Line, Padnos Student Gallery, Calder Art Center, Allendale, MI, 2020

Associate of Arts | **North Seattle College** | Major in General Arts | 2016 - 2018
- **Group Exhibition** | Student Art Exhibition, Lock and Key, NSC Art Gallery, Seattle, WA, 2016 - 2018

Skills

Technologies: Adobe Creative Suite, Python, HTML, CSS, Javascript, Ruby, Photography, Figma, Microsoft Suite, Digital & Traditional Illustration, Rhino

Awards and Achievements

International Merit Scholarship | **Grand Valley State University** | 2018 - 2022
Department of Visual and Media Arts Scholarship | **Grand Valley State University** | 2018 - 2022
31st League for Innovation | **Seattle Colleges** | Third place | 2017
Marcia Barton Award - Art | **North Seattle College** | 2017