Lori Tran

loriitran15@gmail.com | (706) 333-0500 | linkedin.com/in/loritran | Portfolio: lori-tran.github.io

EDUCATION

Georgia State University   **Atlanta, GA**
Computer Information Systems BBA   **Aug 2020 - Dec 2025**
Concentration in Data Analytics

Relevant Coursework:

Business Strategy, Machine Learning, Database Management Systems, Systems Analysis, Managing IT Projects, Data Management for AI, Data Science Programming, Intro to Programming

EXPERIENCE

Graphic Designer at RF Labs   **May 2025 - Present**
• Designed social media posts and advertisements using Canva, CapCut, and Figma

Graphic Design Intern at Insight Global   **Jun 2025 - Aug 2025**
• Designed story map website using ArcGIS StoryMaps, showcasing business offerings using interactive demos

Depop Seller   **Nov 2022 - Present**
• Advertised by writing effective product descriptions and using popular hashtags to maximize sales
• Negotiated prices with customers to sell clothing and other items; handled customer service and resolved inquiries
• Tracked sales metrics and analyzed customer insights; sold over $1000 in merchandise

Sales Associate   **May 2023**
• Greeted, advertised, handled payments, and arranged flowers, merchandise, and gift baskets for graduation at Pellissippi State Community College
• Sold over $1000 in merchandise and flowers to friends and family members of graduates

Chick-Fil-A Leader Academy   **Jan 2019 - May 2019**
• Exclusively selected for exemplary leadership skills
• Program curated leadership skills by equipping students with tools and engaged students in team building activities

Nail Technician at Ruby Nails   **2017 - Present**
• Provided excellent customer service and client care by performing pedicures and massages, handling payments, translating between customers and Vietnamese workers, restocking inventory, and sanitizing equipment and interior

SKILLS

• **Graphic and Motion Design**: Canva, CapCut, Figma, Procreate, ArcGIS StoryMaps, Stop Motion Studio
• **AI**: ChatGPT, AI video and voice generation, Canva AI, CapCut AI
• **Programming and Database Technologies**: Python, SQL, NoSQL, SQLite, R, MongoDB

PROJECTS

Showdown Video Ad (lori-tran.github.io/showdown/index.html)   **May 2025**
• Designed Instagram reel posted on Showdown Social using Canva, driving player engagement and excitement

Van Leeuwen Video Ad (lori-tran.github.io/van-leeuwen/index.html)   **Aug 2025**
• Draft ad created using CapCut, Canva, and AI generated video and voiceover, exploring concept, motion, and color

Twinkle - Online Book (lori-tran.github.io/twinkle/index.html)   **Nov 2023**
• Used Procreate to design 17 pages of an online children's book exploring astronomy and stars' life cycles
• Authored, edited, and revised book text and storyboarded and drew illustrations

Ruby Nails Marketing Strategy Analysis (lori-tran.github.io/ruby-nails/index.html)   **April 2022**
• Conducted SWOT analysis and proposed marketing improvements for Ruby Nails
• Focused on digital growth and service innovation, including recommendations for social media outreach, online booking, and trend-driven service