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Irvine and Young Academy at USC · tranzamb@usc.edu

AT A GLANCE

I am a graphic designer with experience in marketing communication design, user experience and user interface design, and illustration.

I'm excited about creating maker communities, bringing girls into tech, and practicing sustainable design.

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Spark SC

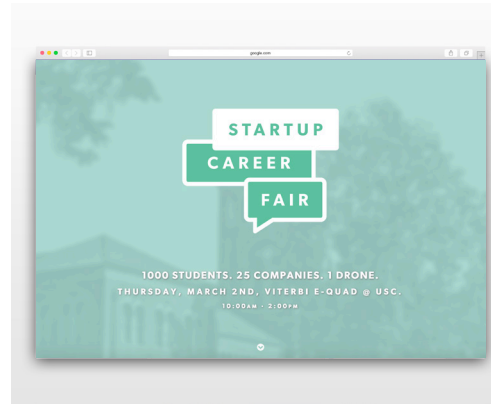
January 2017 - Current

NOTES

Spark SC is a student organization at USC focused on inspiring a culture of innovation, exposing students to their creative potential, and connecting makers across diverse communities.

On the graphics team, I've created branding identities and accompanying guides, marketing materials like social media assets and flyers, as well as partner facing material such as sponsorship decks.

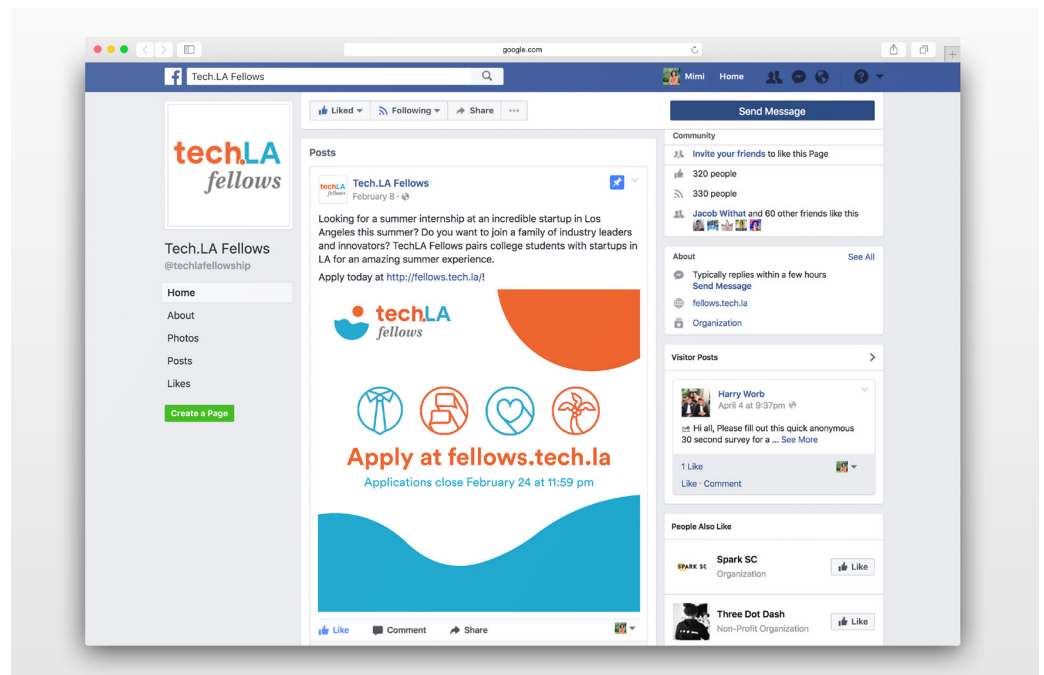
This summer I'll be leading an all-girls makeathon targeting incoming freshmen to foster a community of female makers at USC.



Startup Career Fair Website



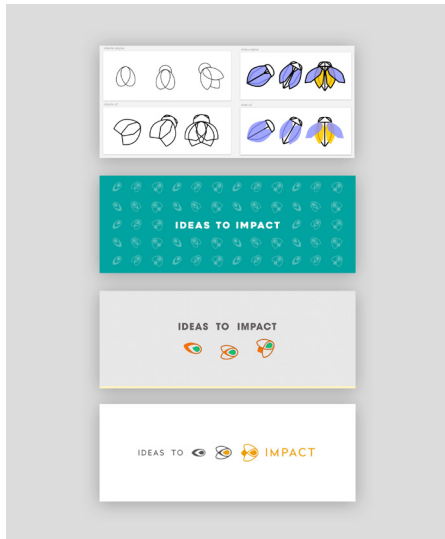
Guide to Los Angeles



Social Media Marketing for TechLA Fellows

ITP 499: From Ideas to Impact

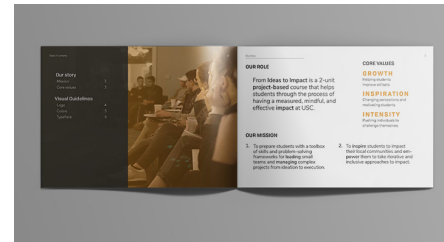
Spark SC Project Highlight



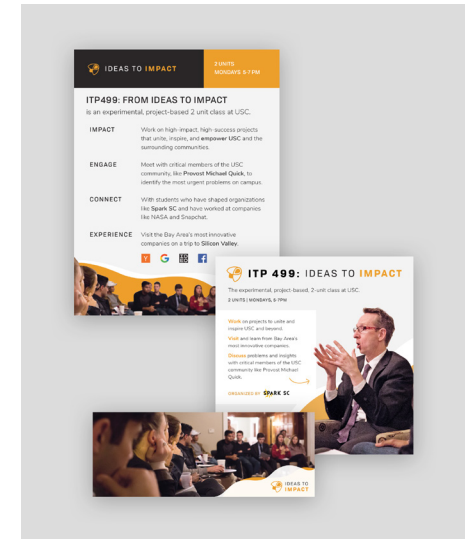
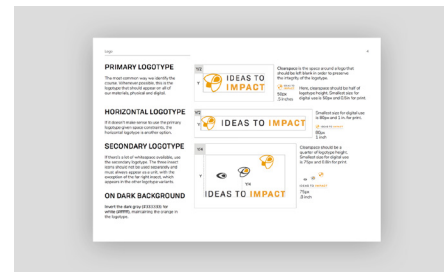
Logo Design Iterations



Final Logotype



Brand Guidelines and Book



Marketing Materials

NOTES

This summer I'm working on developing graphics and building a curriculum for USC's first student-led class. From Ideas to Impact is a 2-unit project-based course that helps students through the process of having a measured, mindful, and effective impact at USC. The curriculum is heavily based on design-thinking methodologies from IDEO, d.school, and +Acumen. I've developed a brand identity for the class, with an accompanying brand book and digital marketing materials.

TechLA Fellows

Spark SC Project Highlight

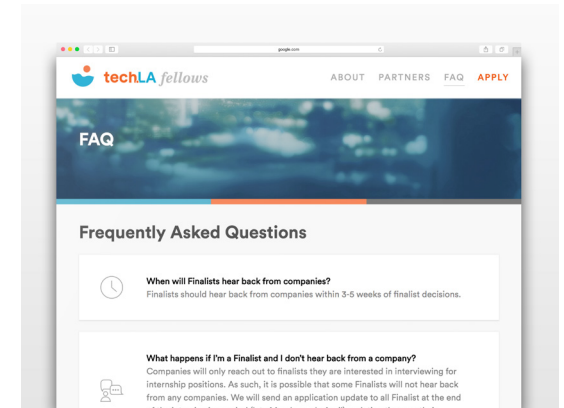
NOTES

I worked on a fellowship program to connect talented CS, Design, and Business students to promising Los Angeles Startups.

I created digital marketing assets for social media as well as flyers, swag, sponsorship decks, a website, and a 48-page guide for incoming interns to local favorites in LA.



Sponsorship Deck



Web Design



Intern's Guide to Los Angeles

Tommy Bot

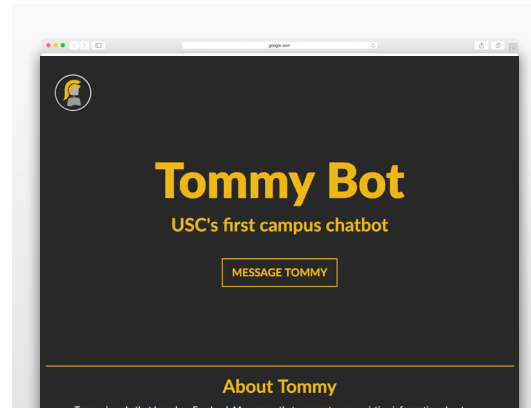
Fall 2016 - Current

NOTES

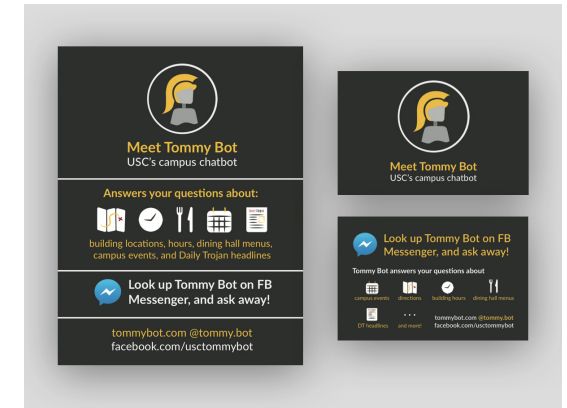
Tommy Bot is a chatbot for USC that aggregates information about the school and makes it easier for students to access.

Our first round of beta included 300 daily users and a 30% retention rate, three times that of average chatbots. Our plans are to launch it at USC this summer and expand the bot model to other campuses over the course of the year.

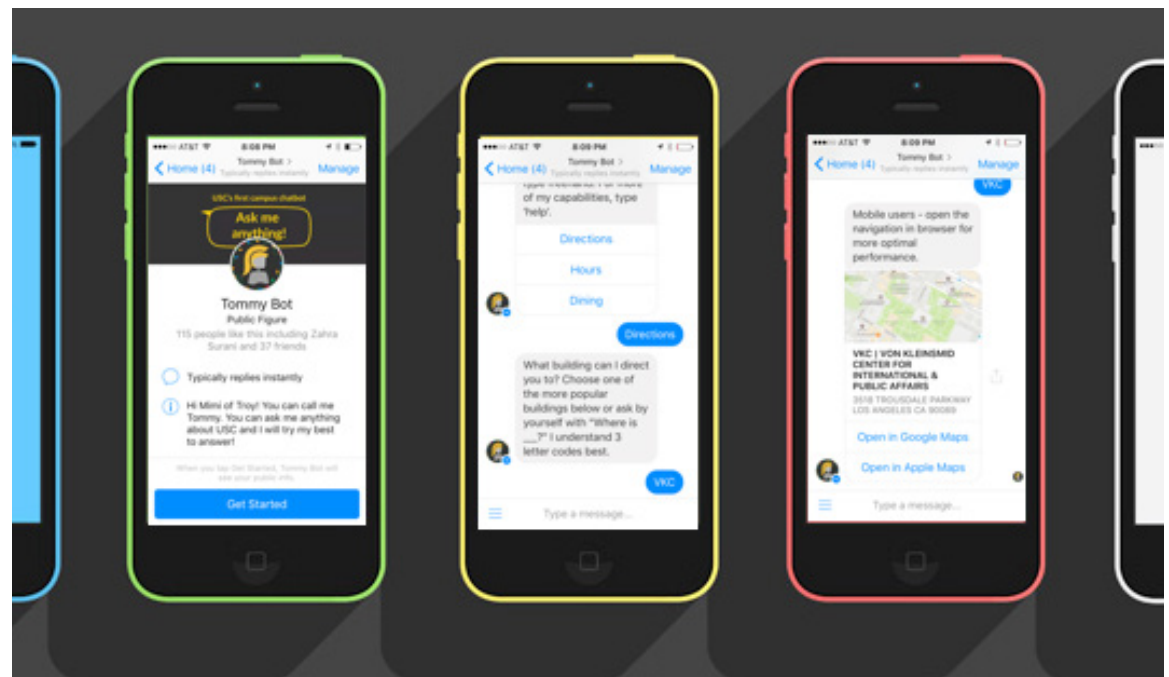
I fulfill all non-developer aspects of the project, primarily in design and marketing.



Website



Marketing Assets



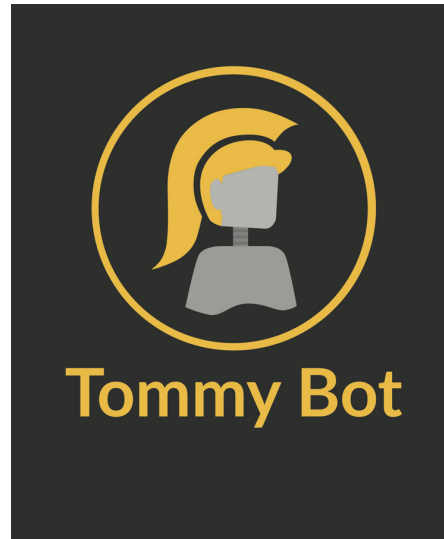
User Experience

Tommy Bot: Brand Identity

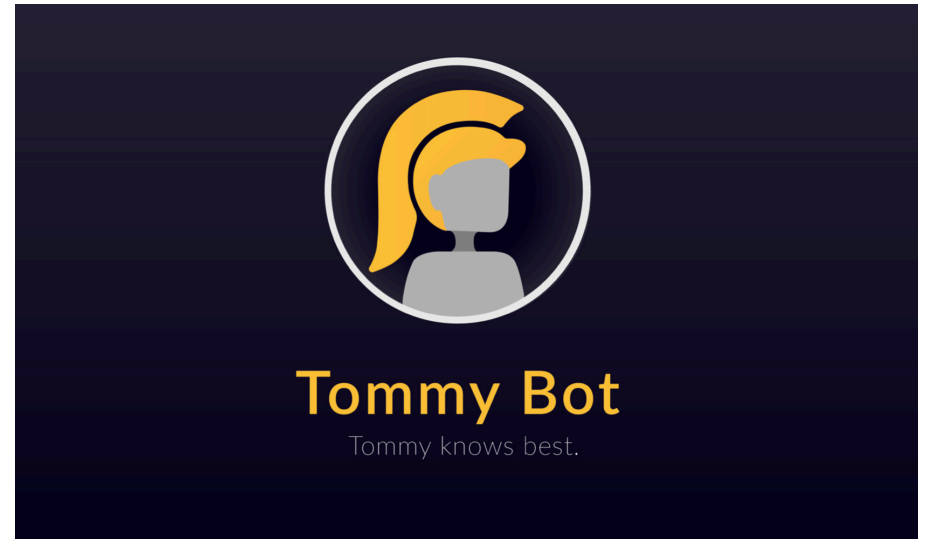
Tommy Bot Process



Ideation



Initial Version



Current

NOTES

The main question I addressed while building a brand for Tommy Bot was: How might we create a persona for a chatbot that is exciting and engaging for college students but neutral and relatable in its identity? I also had to consider who are customer was and how that would change the language we should be using in our marketing. The initial version we used in our beta kept USC's yellow but tried to deviate from the campus' identity with the grey. The current redesign, which will be launching in the fall, makes use of subtle gradients for added depth and rounded corners for a more cohesive look.

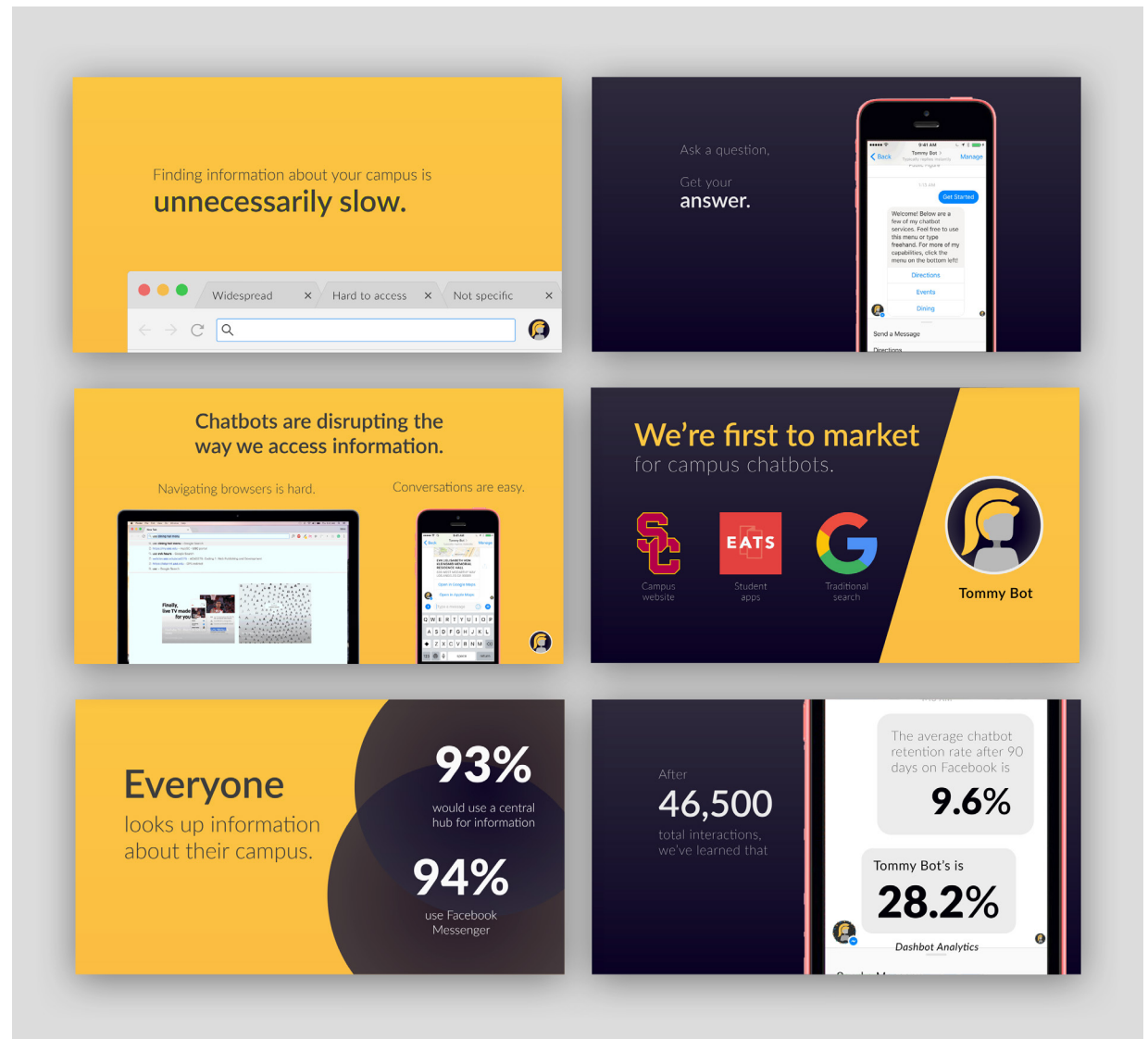
Pitch Deck

Tommy Bot Process

NOTES

Most recently, I put together a pitch deck that helped my team and I win the 2017 Iovine and Young Prize, securing \$10,000 to continue work on our project. The prize is awarded yearly “for exceptional creativity and feasibility.”

The sample of the deck (right) introduces our new branding while outlining our problem space, product, competition, and key metrics. The Keynote presented included more engaging GIFs and short videos.



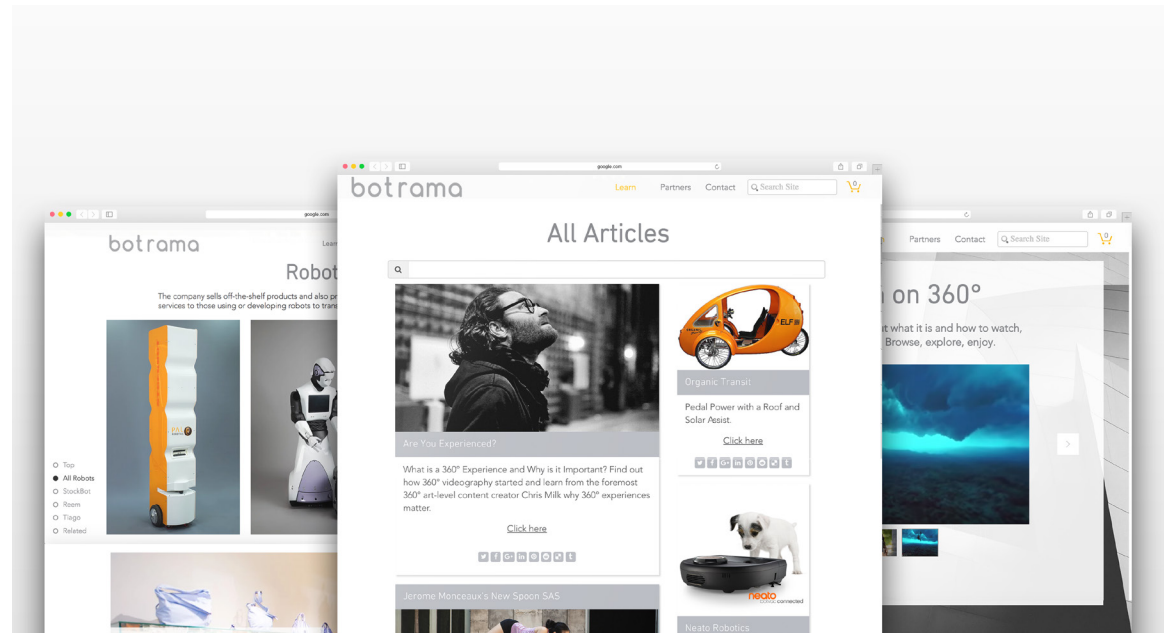
Slide Deck

Botrama

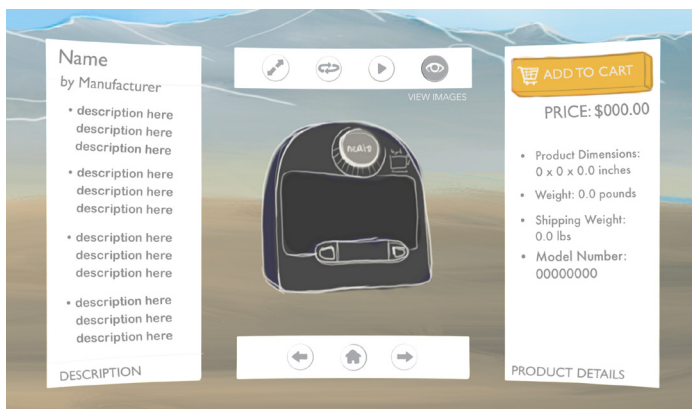
June 2016 - August 2016

NOTES

I interned for a VR company breaking into the ecommerce space. I created concept art for the VR marketplace and designed their website to connect to customers and potential partners.



Website



Concept Art



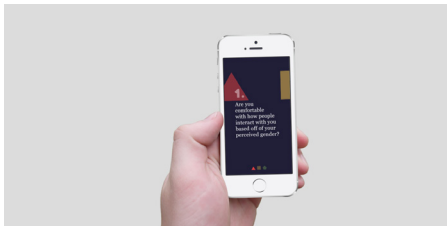
Concept Art

Irvine and Young Academy

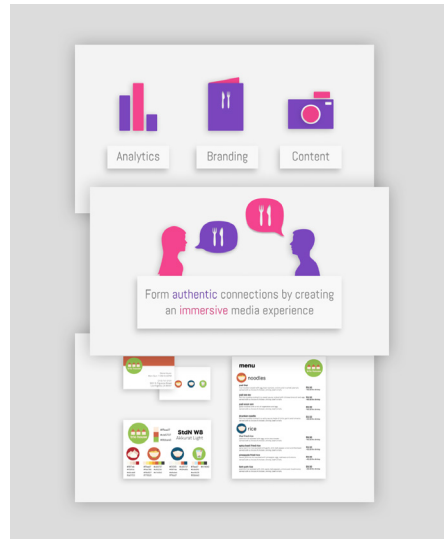
August 2016 - May 2020



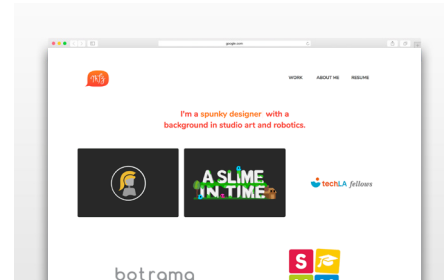
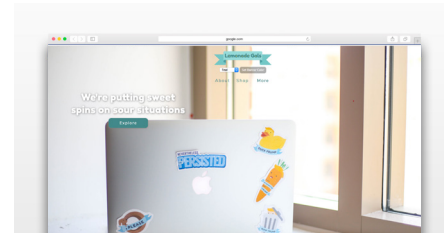
Painting Postcards



App Prototypes



Pitch Decks



Web Development



Poster Design

NOTES

Founded by Jimmy Iovine and Dr. Dre, the collaborative, project-based curriculum focuses on an intersection of design, business, and technology through classes in graphic design, coding, marketing, entrepreneurship, and motion graphics. Students regularly pitch original ideas to industry leaders including the president of Beats, the CCO of Thinkwell, and the Director of Content at Guitar Center as part of the curriculum. Students are expected to launch an entrepreneurial venture during their senior year in a course called “The Garage Experience.”

Batlló Shirt

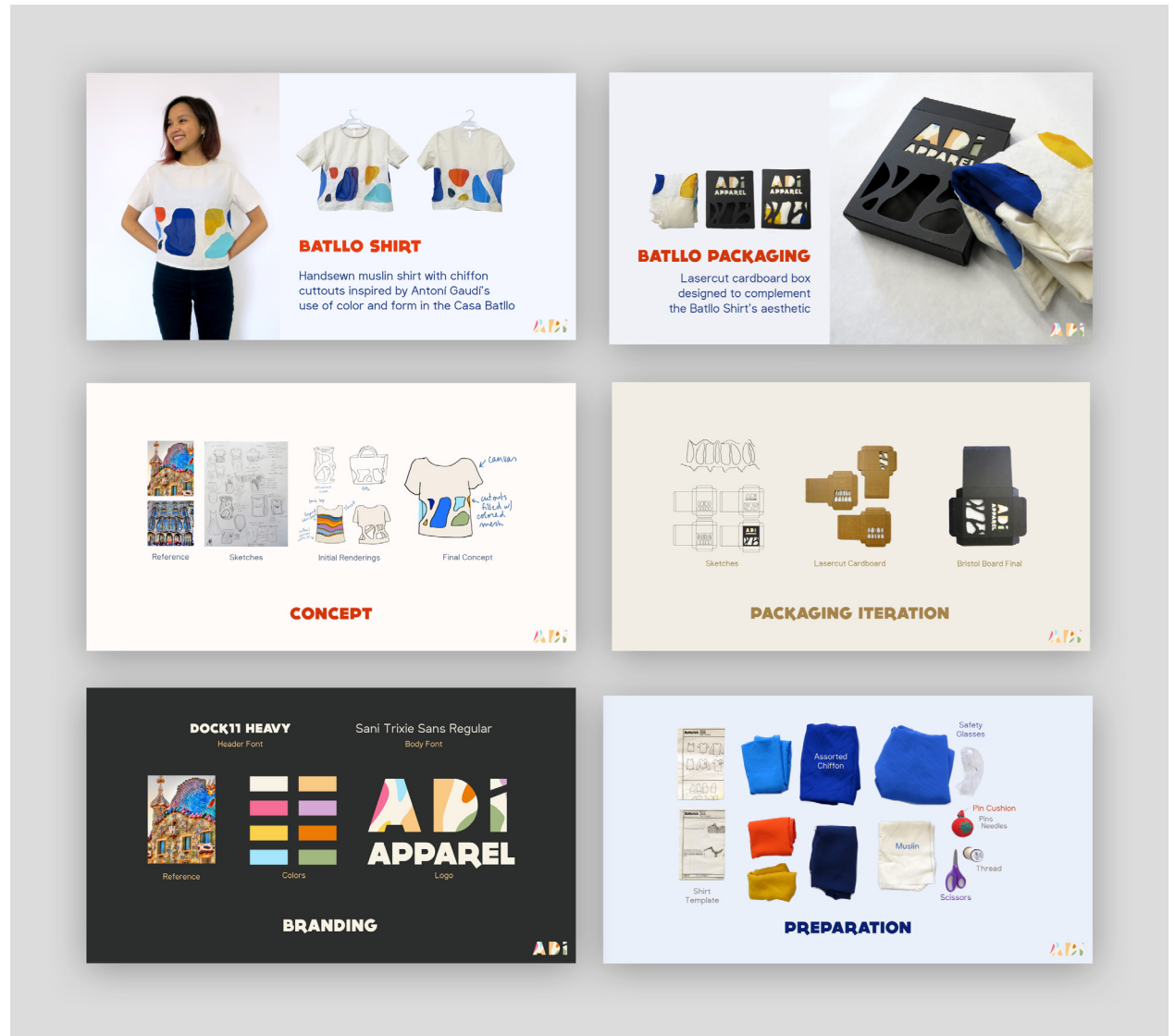
IYA Project Highlight

NOTES

For this materials studies project, I wanted to learn more about textiles and was inspired by Gaudi's architecture.

My final product was a handsewn shirt with a pop of color reminiscent of Gaudi's Casa Batlló.

The project was a month long, from creating the shirt, brand and lasercut packaging.



Technicolor Beat Lyrics Video

IYA Project Highlight

NOTES

I illustrated and animated a short lyric video for Oh Wonder's "Technicolor Beat." I used Adobe Illustrator to layout and create all of the slides and After Effects to animate them with the song verses.

Video can be found [here](https://youtu.be/afXYBtZf7Qc) or at <https://youtu.be/afXYBtZf7Qc>



End Screen