

SANNY TRINH

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Digital Designer
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DESIGN SKILLS

Video & Photo editing
Graphic Design
Photography
Web Design
Illustrations
UX Design
User testing
Prototyping
Wireframe
UI Design
UX Research
Motion Design

TECHNICAL

Adobe Suite CC
Microsoft Suite
Sketch
Figma
Principle
Flinto
Axure
Github
HTML/CSS/JS
Processing, Java

WORK EXPERIENCE

FREELANCE DESIGNER • SELF-EMPLOYED • JAN. 2021 – CURRENT

WEB/UX INTEGRATION • TRU EARTH • SEPT. 2021 – CURRENT

- Created a new website redesign proposal (to be implemented in 2022)
- Create and continuously iterate new landing page designs while building and implement innovative new coding frameworks into pages
- Create and develop iterative split test proposals
- Continuously improve landing pages for business strategy
- Document UX/UI issues to dev team

DESIGN INTERN • DOSSIER RAILYARD LAB • SEPT. 2020 – APRIL 2021

- Design roles: UX strategy for client projects, creating wireframes, visuals and necessary assets for client presentations
- Website developer lead for client projects – developing custom Wordpress sites from scratch
- Managing social media art direction and content

DIGITAL DESIGNER • PAYBYPHONE • AUG.2019 - DEC.2019

- Created original iconography for the PayByPhone's global brand values - used on internal and external communication pieces
- Responsible for creating visual assets for all social media channels
- Balanced a variety of cross team work requests: signages, visual support for b2b campaigns, motion graphics, photo editing, illustrations, web page design, presentation slides and launch packages for various clients
- Self-initiated ideas for optimizing campaign landing pages on Unbounce

DIGITAL CONTENT/DESIGN INTERN • PEACEGEEKS • JUL. 2018 – SEP. 2018

- Initiated a user journey mapping workshop for the 2018 #GiveltUp4Peace crowdfunding campaign
- Conceptualized and developed an original pre-launch, in campaign and post launch crowdfunding website – iterated with much integrity to PeaceGeek's brand and voice
- The campaign reached over \$50,000 in donations and acted as a launch pad for an improved online presence for PeaceGeek's social media channels and web platforms
- Designed internal and external communication graphics
- Participated in user testing sessions for *Arrival Advisor*
- Proposed a mini user research and accessibility analysis for *Arrival Advisor*

EDUCATION

DUTCH DESIGN FIELD SCHOOL • JAN. 2019 – AUG. 2019

A competitive entry into a 12 member field school team run by Professor Russell Taylor – A 2 month research and documentation program on Dutch Design in the Netherlands. A collective website was created post field to showcase our work. www.2019dutchdesign.com

SFU • BA. INTERACTIVE ARTS • SEPT. 2012 - CURRENT

SFU Surrey Entrance scholarship,
SFU Chic Tech 3rd place web design award
FCAT Undergraduate Certificate (Nomination of short film called Animate)

CODECORE GRADUATE • JUL. – SEPT. 2016

A 3 month bootcamp for learning to build front end applications.
Learned frameworks and libraries: Rails, jQuery, Bootstrap, and Node Express, React
Concepts used: MVC, OOP, ORM
Languages: Java, JavaScript, Ruby, Python

SELF EMPLOYED / OTHER**DANCE INSTRUCTOR, CHOREOGRAPHER & PERFORMER • 2013 – CURRENT**

- Create original choreography for various clients
- Train students in foundational styles of Street Dance (Hip Hop, Waacking, Popping and House)
- Curate private lessons for pageants, K-pop Entertainment auditions
- Organize and mediate shows and rehearsals

SALES ASSOCIATE • BANG-ON DEC.2016 – NOV. 2017

- Consulted customers with their design requests
- Formatted designs for vinyl press in Adobe Illustrator
- Managed the T-shirt floor while managing customer services, restocking, cleaning and the POS
- Keyholder

VOLUNTEER/LEADERSHIP**MONIKER'S PRESS - PRODUCTION VOLUNTEER • NOV. 2019 – CURRENT**

- Print press assistant and event preparation

HIGHER GROUND DANCE COMPANY - DANCER • SEPT. 2019 – CURRENT

- Member of freestyle training dance company that is deeply rooted in developing hip hop culture and battle culture
- Assist in show preparations, events and running social media
- Create graphics and various media assets for marketing purposes