



Vivek Tanna
hello@vivektanna.com
vivektanna.com
909-680-8578
Portland, OR

EDUCATION

Oregon State University, Corvallis, Oregon
Bachelor of Fine Arts, Graphic Design,
Minor in Business and Entrepreneurship
College of Business

GRAPHIC DESIGN EXPERIENCE

ITX Corp, Product Designer

November 2018 – Present

I utilize user research, usability testing and engagement analytics to build everything from short term asks to long term visioning directions for Paychex.

- › Worked with the client User Research team to shape future projects and deliverables across devices.
- › Collaborate with the development teams to ensure designs used Kendo components and were scalable within the sprint process.

eROI, Data and Insights Designer

December 2017 - November 2018

As a Data and Insights Designer at eROI, I combined exploratory data analysis and data informed design to tell stories that meet the user where they are.

- › Use wireframing, prototyping, A/B testing, concepting, as well as analysis of external data in order to shape intuitive experiences
- › Projects I worked on saw improvement of 89% on Bounce Rate, 92% on Pages/Session and 72% on Open Rate (email).
- › Worked in conjunction with our strategy and content teams to lead recommendations that met product goals

eROI, Junior Designer

June 2016 – December 2017

While working as a Junior Designer at eROI, I worked for clients including Nike, Intel, and Taco Bell on projects ranging from emails, websites, data visualization and social media ads.

Oregon State Austin Entrepreneurship Program, Lead Designer

Dec. 2014 – June 2016

Collaborated with Oregon 4H to help create a board game teaching financial literacy to middle and high school students.

Pacific Northwest National Laboratory, Team Member

June 2015 – May 2016

Designed for a broad variety of projects, including videos, infographics, posters, flyers, brochures and mailers. Worked individually, and a part of team to collaborate with scientists and other technical staff.

Oregon State Athletic Department, Intern

Sept. 2014 – March 2016

Worked as a Graphic Designer for the Athletic Department, where I designed promotional materials for a variety of events, including athletic facilities and event design, and had to work within branding guidelines.

OTHER RELEVANT EXPERIENCE

Oregon State Housing & Dining Services, Resident Assistant

Sept. 2013 – June 2016

Worked as an RA for Oregon State University, where I ensured the health and success of 40 residents, as well as worked on planning programs and designing for them.

SKILLS

- › Proficient in Adobe Creative Cloud Programs (Photoshop, Illustrator, InDesign) Sketch, Excel
- › Proficient in Typography, Layout, Web Design, Graphic Design, UX Design, Data Analysis, Data Visualization, Design Strategy, Color Theory, Photography
- › Experience in Cinema 4D, Blender, Figma, Principle, After Effects, XD, Premiere Pro
- › Experience with HTML5, CSS, JavaScript, D3JS

CLIENT LIST

Adelsheim Winery
Adobe
Aramark
Bay Equity
Cambridge University Press
Intel
iQ Credit Union
Jack Link's
Kaiser Permanente: Care Essentials
LA Times
Oregon College Savings Plan
Paychex
Nike
Taco Bell