Vivek Tanna
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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

eROI, Data and Insights Designer
December 2017 - Present
As a Data and Insights Designer at eROI, I combine exploratory data analysis and data informed design to tell stories that meet the user where they are.

› Use wireframing, prototyping, A/B testingconcepting, 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

References available upon request

CLIENT LIST

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