



DAVID TRAN

GRAPHIC DESIGNER

Oceanside, California
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Creative graphic content specialist with comprehensive experience functioning across print and digital projects, understanding and interpreting client briefs, and delivering projects on time within specifications. Excel at conceptualizing and creating robust solutions for page layout/marketing projects, developing concepts, graphics, and layouts for product sheets and company logos. Adept at cooperating with art director and editors to confirm all print and digital graphic designs meet high-quality standards. Demonstrated success in spearheading and delivering multiple projects within time constraints whilst ascertaining excellence in a fast-paced environment.

Areas of Expertise

- Digital & Direct Marketing Design
- Project Management
- Web Banners & Website Maintenance
- Print & Digital Collaterals Design
- Brand Development
- Client Relationship Management
- Graphic Design Principles
- Marketing & Advertising
- Print Vendor Management

Technical Proficiencies

Adobe Creative Suite | Illustrator | InDesign | Photoshop | Premiere | Microsoft Office Suite | Web Applications | Dreamweaver | HTML | CSS | WordPress

Digital Experience

Apollo Sprayer, Vista, CA | Walker Engineering, Irving, TX | SmartSkim, Madison, WI **2016 – Present**
Freelance Graphic Designer

Design and produce marketing materials, Ads for print/social media posts, artwork, corporate flyers, product sheets, brochures, catalogs, and web banners with highest quality standard. Facilitate daily operations by producing and editing videos for new products. Ensure website security, increase SEO ranking, and boost returning traffic by regularly maintaining and updating websites.

- Increased brand awareness by managing promotional design and trade show artwork, ads, and technician materials.
- Amplified profits by developing and implementing numerous marketing strategies for print, web, and social media.
- Heightened brand credibility by enabling consistent brand look across all online and print products.
- Enhanced product demonstrations by producing and editing product instruction videos.
- Guaranteed business success by introducing new look for brand, web banners for each product categories, and new flyers for each product.

BizClik Media, San Diego, CA

2011- 2018

Graphic Designer | Magazine Designer

Ensured seamless workflow by laying out magazine articles, magazine spreads, front pages, and content pages in accordance with content from editors and content directors with design trend. Created media Ads, Ad banners, web posts for Business Chief USA, Business Chief Canada, and Business Chief Australia digital magazines and websites.

- Maximized client satisfaction by establishing effective communication and assisting in designing/placing ads according to specifications.
- Guaranteed on time completion of weekly and monthly production projects by coordinating with graphic design teams.

Print Experience

Image One Ads, Encinitas, CA

1997-2009

Graphic Designer

Visualized and designed materials to be printed, such as Ad campaigns, yellow page Ads, magazine Ads, custom print designs, and direct mail including brochures, presentation folders, flyers, logos, and business cards. Collaborated with creative and advertising teams to create new material designs based on messages and products company wants to promote. Streamlined technical processes by providing valuable technical support for Mac and PC.

- Enabled smooth flow of print design operations by coordinating between high standard graphic design projects, production print-ready art setup and deadlines.
- Boosted sales and efficiency by cultivating positive relations with clients and vendors.

Education

BACHELOR OF ARTS | Graphic Design, Multimedia, Advertising

Art Institute of California, 1993-1997

CERTIFICATES | Integrated Marketing, Social Media Marketing, Motion Graphics

LinkedIn Learning, 2018 - 2019

CERTIFICATE | Prepress, Print Production

San Diego Community College, 1993

Professional Training

Google Analytics Essential Training, 2020

Video Editing Essential Training, 2020