Tran La

trannla@gmail.com
856.283.7009

tranla-design.com

References available
upon request

Work Experience

JANUARY 2024 – PRESENT
Art Director │ Civic Entertainment Group

- Develop innovative visual concepts that transform marketing strategies into brand experiences
- Create high-impact designs that elevate client messaging across multiple platforms
- Translate complex requirements into visually striking, results-driven creative solutions
- Manage design projects from concept to completion with exceptional attention to detail
- Establish design systems ensuring brand consistency across all materials
- Implement emerging technologies to enhance creative workflows and deliverables
- Streamline presentation architecture and design resources for brand consistency
- Present design proposals and explain design decisions persuasively to stakeholders
- Mentor junior designers and share design knowledge throughout the organization

SEPTEMBER 2022 – NOVEMBER 2023
Graphic Designer │ Neoscape

- Designed eye-catching brand identities for digital and print materials (brochures, interactive leasing presentations, email newsletters, web graphics, and social media assets).
- Used typography, color theory, and layout principles effectively to engage audiences.
- Ensured brand consistency across all design work for the company.
- Contributed to client-specific design solutions, boosting satisfaction and project success.
- Managed multiple projects simultaneously, meeting tight deadlines with precision.

OCTOBER 2020 – AUGUST 2022
Senior Designer │ Center City District

- Led creative development of seasonal marketing campaigns.
- Reviewed work of junior designers/interns.
- Managed multiple projects with tight deadlines.
- Designed large-scale graphics for outdoor events.
- Worked with print vendors to streamline the process from development to production to ensure high-quality final output.
- Created 3D renderings using SketchUp for on-site event planning.

Education

2012 – 2016
Rutgers University │ BA in Graphic Design

Practical Skills

- Adobe InDesign, Illustrator, Photoshop, Lightroom, After Effects, XD, Figma
- Microsoft Suite, G-Suite, Keynote
- SketchUp
- Miro, Asana, Airtable