Anny Tran
Multimedia Designer

annytran.com   annyntran99@gmail.com   (408)223-5923

Work Experience

Doublelift Enterprise | Video Editor & Thumbnail Designer
December 2023 - Present

- Edited and produced engaging video content for Doublelift's YouTube Channel (690,000 subscribers), ensuring a consistent upload schedule of three times a week
- Crafted unique, dynamic motion graphocs for the introduction of each video, enhancing the overall visual appeal and brand identity using Premiere Pro & After Effects
- Conceptualized and designed captivating thumbnails for each video using photoshop
- Conducted A/B testing on thumbnails to optimize click-through rates and engagement

Gamercraft Inc. | Lead Designer
August 2021 - November 2022

- Developed brand identity from scratch including a professional logo, marketing assets, & style guides
- Conceptualized and prototyped websites' ui mockups in Figma
- Designer 100+ social media graphics, blog thumbnails, promotional advertisements using photoshop
- Created mockups for merchandize and company apparel in illustrator
- Increased Gamercraft's user base by 75% monthly through marketing advertisements
- Managed Multiple projects while balancing tight deadlines

UCI Esports | Design Intern
August 2021 - November 2022

- Conceptualized and designerd 2 weekly promotional graphics for social media and formulated graphic templates for reusablity
- Worked in a 3 person creative team to develop marketing style guidelines for a referendum campaign and design the UCI Esports team jerseys
- Trained and mentored two interns in esports design principles
- Designed Twitch stream overlays & stingers for third party clients

UCI Continuing Education | Student Designer
Janurary 2020 - June 2020

- Illustrated 15+ digital assets and 10+ infographics in collaboration with project managers
- Produced 20+ magazine advertisements using a range of premade assets
- Promoted the Main Street UCI Podcast by creating t-shirt design assets with Adobe Illustrator & Procreate

Education

University of California Irvine | Bachelor of Arts
June 2017 - August 2021

Software Skills

Adobe Creative Cloud	Figma
Photoshop	Blender
Illustrator	Visual Studio Code
After Effects	Microsoft Office
Premiere Pro	

Technical Skills

Graphic Design	Typography
Digital Illustration	Photography
Video Editing	HTML/CSS
Motion Graphics	