

Wilson Tran

Graphic Designer

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EXPERIENCE

wilsontrvn.com Freelance Graphic Designer

January 2022 - Present Los Angeles, CA

- Creative work for Team Silva Realty, Eddy.Cutz, Project A, China Express, and Pho Dau Bo
- Designed branding, logos, menu layouts, marketing collateral, and social media graphics.
- Performed administrative tasks including formatting client files and managing client information in CRM systems

Fluid Sports Tech UX/UI Design Intern

October 2023 - March 2024 Los Angeles, CA

- Developed brand guidelines and design systems to maintain visual consistency across digital products and marketing materials
- Conducted user research with over 50 participants via interviews and surveys, identifying three key insights to inform marketing and product decisions
- Produced detailed UX documentation: user flows, journey maps, and wireframes to support product and marketing alignment

Codistry Product Strategy Intern

February 2023 - May 2023 Fullerton, CA

- Conducted market and customer research that guided the company's transition from general digital services to healthcare SaaS specialization
- Synthesized insights from 150+ user responses into actionable marketing recommendations that informed brand positioning and product focus
- Delivered presentations and reports summarizing market analysis and growth opportunities for executive stakeholders

Dang Paddles Jr. Graphic Designer

July 2021 - May 2022 Irwindale, CA

- Created 70+ precision vector designs and artwork conversions for custom wood products, ensuring optimal quality for laser cutting production
- Maintained an organized events and production calendar to ensure timely delivery of client projects and coordinated design schedules
- Collaborated with clients to refine concepts through feedback loops, ensuring visual consistency and customer satisfaction

Dang Paddles Design Intern

April 2021 - July 2021 Irwindale, CA

- Managed technical setup and calibration of engraving equipment, ensuring accurate material specifications and file compatibility
- Supported the design team in preparing digital assets for physical production and marketing use

EDUCATION

California State Univeristy, Fullerton

Bachelor of Arts, Marketing
2024

SKILLS & BACKGROUND

- Typography
- Brand Identity
- Layout Design
- Print Production
- Motion Graphics
- Video Editing
- UI Design
- CRM
- Meta Ads

TOOLS

- Adobe Illustrator
- Photoshop
- Indesign
- After Effects
- Premiere Pro
- Figma
- Canva

INTERESTS

- Snowboarding
- Hiking
- Weightlifting
- Photography