

VU TRAN

Graphic Designer / Marketing Specialist

PORTFOLIO::

thvdesigns.com

CONTACT ::

hello@thvdesigns.com

616.322.9654

PROFILE ::

Adobe Platforms

Microsoft Office

HTML & CSS

WordPress

Social Media

Typography

SEO

Email Marketing

INTERESTS ::

Playing Drums and Guitar

Kayaking, Rock Climbing

Cooking, Eating

EXPERIENCE ::

N.AMERICA MARKETING SPECIALIST, Kaidi Electrical

Holland, MI
March 2022–Present

Design and produce sales materials. Composed and applied branding identity to be used across all North American marketing efforts.

GRAPHIC DESIGNER, NodeHaus Media

Grand Rapids, MI
September 2021–Present

Contract graphic designer for digital and traditional media, and motion graphics for commissioned programs and series for YouTube. Worked with Creative Lead to compose compositions and sequences and then generated assets for in-house animators.

GRAPHIC DESIGNER, Newell Brands (formerly Newell Rubbermaid)

Kalamazoo, MI
August 2019–Sept 2021

Designed gift box packaging artwork based on marketing strategy and design language for numerous household brands. Collaborated with international brand team members to develop world-class design; from concept to production.

Generated design concepts and creative compositions for brand design aesthetics and accompanying product lines.

DIGITAL MARKETING MANAGER, Gezon Motors

Grand Rapids, MI
September 2017–Aug 2019

Generated media for use across all digital platforms and various traditional media; video, social media, email campaigns, sponsored sporting events, print ads, billboards.

Established strategy to grow Facebook page likes 33% over one year. Align content posts between manufacturer branding with business branding. Maintaining consistent and regular growth on social media networks: Facebook, Twitter, Instagram.

SCREEN PRINT OPERATIONS MANAGER, Premier Graphics

Grand Rapids, MI
August 2014–August 2017

Executed all aspects of screen printing including the artwork creation, machine set up and maintenance, and producing designs onto various apparel and merchandise.

Proficient in ensuring quality control, inventory management, the distribution of goods, and customer relations.

SUMMER INTERN, Extra Credit Projects

Grand Rapids, MI
May 2014–August 2014

Collaborated with art directors for beginning ad concepts. Produced compositions and proofs for approval by agency clients. Published approved ad assets online. Assisted building ad pieces for running agency guerilla ad campaigns.

Redesigned company website, formatted existing portfolio pieces, published new portfolio site.

Coded approved artwork from agency designers into email campaigns.

EDUCATION ::

B.S. STUDIO ART, GRAPHIC DESIGN, Grand Valley State University, 2013

Design, Photography, Printmaking, Business Marketing