

Steven Trang

Digital Designer

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San Francisco Bay Area, CA

Experience

Marketing Designer - CrossCheck, Inc.

Jun. 2025 - Present

- Partner with managers, executives, and cross-functional stakeholders to translate business goals into clear, actionable marketing strategies and deliverables.
- Develop high-impact marketing and communications assets including: presentation decks, trade show booth displays, posters, flyers, email campaigns, and social media content.
- Manage and optimize company websites to ensure accurate content, strong UX, and alignment with evolving business goals.
- Execute and analyze multi-channel campaigns, publishing blog content and deploying targeted email marketing while leveraging performance data to improve engagement and conversion rates.
- Responsible for executing marketing campaigns for subsidiary Optio Solutions, and tracking performance.

Digital Designer - Freelance

Apr. 2021 - Jun. 2025

- Work with clients and stakeholders to understand goals and create necessary assets.
- Design branding systems, websites, and campaign visuals to ensure clarity and consistency across digital and print.
- Translate complex business needs into simple, engaging visuals that support client messaging.
- Manage projects end-to-end while communicating clearly with stakeholders.
- Provide website updates and management when needed.

Product Designer - Loupe Art & Music

Aug. 2022 - Dec. 2024

- Collaborated with a cross-functional startup team to design and launch a B2B application.
- Presented design work and explained process, rationale, and decisions to stakeholders.
- Created design solutions that balanced user needs with business goals.
- Worked iteratively, taking in feedback and testing ideas to improve user experience and visual impact.

UX/UI Designer, *contract* - ExploreBud.com

Feb. 2022 - Aug. 2022

- Designed the visual identity for a new platform, including brand elements, typography, iconography, and hierarchy.
- Produced wireframes and polished UI designs in an Agile environment.
- Conducted moderated usability testing to inform design choices and ensure clarity.
- Partnered closely with PMs, engineers, and designers to deliver cohesive, user-centered work.

Skills

Design: Graphic Design, Branding Systems, Visual Storytelling, UX Design, Presentation Design, Marketing Campaigns, Digital & Print Design, Motion Graphics (basic).

Process: Concepting, Wireframing, Prototyping, Usability Testing, Iterative Design, Campaign Development, Rebranding Initiatives.

Collaboration: Comfortable working with marketing, design, and product teams to support messaging and business goals.

Tools: Figma, Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects), PowerPoint, Webflow, WordPress, HubSpot CMS, Notion, Miro, Whimsical, Google Analytics.

Education

Bachelor of Science, Business Administration in Marketing - WGU

User Experience Design certification, Designlab - UX Academy

Associate of Arts Degree in Audio Arts, Los Medanos College