tranlam

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Experience

Mar 2023 - *Present*
Los Angeles, CA

Saatchi & Saatchi - *Junior Art Director*
Concepted and execution of digital-first creative across web for Toyota. Collaborating closely with copywriters, designers, and producers to develop visually compelling content aligned with brand guidelines and strategy. Creation of art direction from concept through execution, ensuring consistency, craft, and performance across platforms while working within fast-paced agency timelines.

Jan 2021 - *Present*
Los Angeles, CA

Sunfire - *Freelance Designer*
Collaborative team of three designers. Conducted competitors research for branding strategy development and packaging to align with the meaning of Sunfire. Designed brand identity, packaging concepts, presentation decks and product photography for our Client, Nuré.

Jan 2021 - Dec 2022
Long Beach, CA

Best Wishes, Show - *Creative Director*
Managed design exhibition at EXPO Arts Center for twenty-two design BFA graduates. Led concept development, organization, branding, typography, merchandise, promotional, print, production, photography, website, venue selection and environmental design for Best Wishes, Show.

Feb 2022 - May 2022

Edenspiekermann Global Design Agency + Star Alliance - *Case Study*
Conducted in-depth analysis and research of airport experiences of passengers by using and designing airline mobile applications. Produced user journey maps, user personas, competitive analysis, wireframes, user flowcharts, and prototyping for iOS mobile app.

Jan 2022 - May 2022
Long Beach, CA

Designory Advertising Agency - *Case Study*
Conducted in-depth analysis of GenZ' consumer habits, designed marketing & advertising strategy for 2023 Nissan Z, including typographic & application mockups for a VR driving experience.

Jan 2022 - Mar 2022
Long Beach, CA

Canvas - *Case Study*
Brand Identity concept for Canvas' new learning management system at CSULB, development of multi-marketing campaign strategies targeted for students, faculty and staff. Designed mockups of applications; web, mobile, UI, advertising prints.

Feb 2020
Los Angeles, CA

Mmmonika - *Photographer*

2018 - 2019
Los Angeles, CA

LA Apparel - *Photographer*

Education

2019 - 2022
Long Beach, CA

California State University, Long Beach
B.F.A. in Graphic Design

2015 - 2019
Oceanside, CA

MiraCosta College
A.A., Fine/Studio Arts, General

2017 - 2018
San Marcos, CA

Palomar College
A.A., Fine/Studio Arts, General

Skills

Design Tools
Figma
Cinema4D
Adobe Creative Cloud
Frame.io
Keynote
Google Slides
Midjourney
Ideogram
Google Gemini

Disciplines
Art Direction
Concept Development
Advertising
Brand Identity
Creative Presentations
Visual Research
Typography
Editorial Design
Illustration
Photography

Additional Skills
3D Modeling
Retouching
Film Photography
Book Design
Packaging