tranlam

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Art Director with a background in graphic design and product/fashion/wedding photography, specializing in digital-first creative, campaign development, and visual storytelling. With agency experience across Toyota vehicle launches, I've led concepts from early ideation through art direction, production, and final delivery, working across design, photography, CGI, film, and AI. My approach is rooted in strong visual thinking, clear storytelling, and making ideas that feel considered from concept to execution and on brand.

EXPERIENCE

Mar 2023 - Mar 2026
Los Angeles, CA

Saatchi & Saatchi — *Junior Art Director*

- Art directed digital launch campaigns for the 2027 Prius, 2027 Prius Plug-In Hybrid, 2027 RAV4, 2025 Toyota GR Family, 2025 GR Corolla, and 2026 Corolla Hatchback FX Edition, concept through delivery across web, social, digital display, photography, and video.
- Developed and art directed Toyota's first long-form Prius walkaround series: a cinematic, tech-forward product experience built on a virtual production volume, owning concept, CGI world design, set design, on-set art direction, and the accompanying YouTube and Toyota.com experience.
- Led art direction across volume-stage, practical, and CGI productions, collaborating with directors, cinematographers, photographers, VFX artists, producers, retouchers, and colorists to carry visual direction through final delivery.
- Developed creative concepts and visual systems that translated vehicle features and product stories into engaging digital-first experiences while balancing brand requirements with distinct campaign identities.
- Directed product photography and retouching across Toyota digital content, establishing visual standards for vehicle presentation across web and digital placements.

Jan 2023 - Mar 2023
Los Angeles, CA

SpecialGuest — *Freelance Graphic Designer*

- Developed the visual identity for Specialguest, a consulting agency supporting purpose-driven businesses and underserved communities. Built the brand foundation across logo design, typography, color palette, and business collateral, while contributing to the design and development of the company website.

Jan 2021 - Dec 2022
Long Beach, CA

Best Wishes, Show — *Freelance Creative Director & Graphic Designer*

- Led the creative direction for a collaborative gallery exhibition featuring the work of 23 students, organizing the class into focused teams across branding, merchandise, web, social, and production. Established the overall visual direction while remaining hands-on in the design and execution of the show, developing the identity, posters, typography, photography, print materials, merchandise, Instagram content, and website. Guided teams toward a cohesive visual experience while carrying key design work from concept through production and final delivery.

Jan 2021 - Jun 2023
Long Beach, CA

Sunfire — *Freelance Graphic Designer*

- Developed branding and visual assets for Sunfire Smokes, contributing to the brand's art direction, identity, packaging, and photography. Explored multiple visual directions and design systems through experimental poster compositions, translating the brand's focus on natural products and holistic wellness into a cohesive visual language.

EDUCATION

2019 - 2022
Long Beach, CA

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

SKILLS

Design Tools
Adobe Creative Cloud
Figma
Cinema 4D
Frame.io
Keynote
Google Suite
Google Gemini
AI Programs
Claude

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

Additional Skills
Web / UI Design
3D Modeling
Retouching
Film Photography
Book Design
Packaging
CGI Art Direction