

My Tran

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WORK EXPERIENCE

IMPULSE UNIVERSE

2024 – Present

Graphic Design/Production Artist Intern

Rosemead, CA

- Developed large-scale event visuals, including truss banners, X-frame banners, stage graphics, and POS graphics, to boost brand visibility across venues and platforms using Adobe Creative Suite.
 - Created limited edition products that sold out at the event, driving over \$12,000 in revenue and boosting brand engagement.
 - Consistently delivered high-quality designs under tight deadlines, positively impacting project turnaround time and client satisfaction in fast-paced environments.
- Produced social media graphics, product mock-ups, posters, and event materials that enhanced online and in-person engagement, contributing to a 15% increase in event attendance.
- Collaborated with sales and hospitality teams during events to support seamless customer interactions and improve the overall guest experience
- Supported production processes to maintain quality and efficiency in event and product deliverables.

CSULB Esport Association

2023 – 2024

Graphic Design Intern

Long Beach, CA

- Improved social media engagement by designing visually appealing graphics that aligned with brand guidelines, leading to an estimated 30% increase in audience interaction.
- Collaborated with graphic interns, social media managers, and photographers to create promotional graphics for social media, ensuring brand consistency.
- Developed visual assets for announcements, tryouts, social events, and partnerships with organizations like Evil Genius, translating complex information into engaging visuals.

ACTIVITIES

International Brand Design and Typography Workshops

2024

- Participated in a branding workshop with HAW University, collaborating with senior designers to analyze bike rental markets and develop modern branding materials including logos and promotional graphics.
- Enhanced international design skills through visits to UMPRUM Academy and industry leading design firm Mutabor, gaining insights into European design trends, AI integration, and learning from industry experts like Radek Sidun and Heinrich Paravicini.
- Completed a letterpress workshop with renowned typographer Erik Spiekermann at p98a studio, gaining hands-on experience with traditional typographic techniques

EDUCATION

California State University Long Beach

2024

Bachelor of Fine Art, Graphic Design

Long Beach, CA

SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Visual Identity Design, Branding, Typography; Web Design with HTML, CSS, JavaScript, and Motion Graphics using GSAP; Microsoft Office Suite (Word, Excel, PowerPoint), Google Work Space, Strategic Visual Planning, and Storyboarding; Fluent in English and Vietnamese.