

KRISTINA TRAN

Graphic Designer

Based in San Diego, CA

PORTFOLIO

kristinatran.com

CONTACT

858.717.2590

hello@kristinatran.com

PROGRAMS

Figma

Sketch

Framer

Webflow

Procreate

Adobe XD

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe Premiere Pro

Adobe After Effects

SKILLS

Illustration

Marketing

Branding

UX/UI

Packaging

Page Layout

REFERENCE

Available upon request

WORK EXPERIENCE

Graphic Designer at Passion Planner

September 2021 - July 2025

- Worked alongside marketing specialists, CEO, product development and creative directors on various projects.
- Assisted in the creation of graphic materials for the use of the marketing department.
- Handled design assets and pitch decks for B2B sales.
- Created eye-catching GIFs for social media channels.
- Idealized and work alongside photographers for product and lifestyle photo shoots.
- Organized complex file systems and design assets for in-house use.
- Hand drawn elements and assets to use throughout the brand system.
- Researched brands and collaborated on the company rebrand project, including UI/UX of the eCommerce website.
- Complied/organized/set standards for a new branding system in Figma for team use.
- Maintained brand guides and templates for internal use.

Graphic Designer at Caava Design

January 2020 - July 2020

- Assisted on client projects and collaborated in a studio setting alongside marketing and creative directors.
- Collaborated on an animal health app interface and assisted with animations on the prototype.
- Arranged assets for various client branding presentations and pitch decks.

Graphic Designer at Thorn Brewing Co.

August 2019 - November 2019

- Collaborated on beverage packaging alongside the creative director.
- Built branding systems for local community events.
- Created eye-catching animated GIFs for social media channels.
- Assisted with social media graphics.

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WORK EXPERIENCE CONT.

Freelance Graphic Designer

May 2018 - Present

- Designed event postcard for San Diego City College World Cultures Department.
- Design interior page elements and social media banners for Magic Mutant Nightmare Girl by Erin Grammar.
- Managed and self-produced stationary goods for personal stationary brand as a passion project.

EDUCATION

- Graphic Design Associate Degree at San Diego City College
Graduated with High Honors.
- Interaction Design Associate Degree at San Diego City College
Graduated with High Honors.

AFFILIATIONS & AWARDS

- AIGA Member in the San Diego Chapter
- AIGA 2019 Portfolio Review
Illustration Category Award

Thank you!