

Kristina Tran

Graphic Designer
San Diego, CA

Portfolio

kristinatran.com

Contact

858-717-2590
hello@kristinatran.com

Programs

Figma
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Premiere Pro
Adobe After Effects
Canva
Wordpress

Skills

Illustration
Marketing
Branding
UX/UI
Packaging
Page Layout
Video Editing
Ad Creation
Website Building

References

Available upon request

Work Experience

Designer at GreaterThan Marketing Agency
September 2025 - Present

- Developed and designed Wordpress websites for various clients.
- Worked alongside marketing specialists and designers to develop branding and messaging for various clients.
- Designed pitch decks and whitepapers for client meetings and internal use.
- Aided in content creation for social media and advertising for B2B and DTC brands.
- Worked with 3D modeling to help launch a product in the technology industry.
- Managed and optimized brand assets for multiple clients to ensure consistency.

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.

Work Experience, Continued

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 Intern 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 creation of social media graphics.

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 stationery goods for personal 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 and Awards

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