

@alanna tran

designer & illustrator

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@ work

Ogilvy Chicago, *Design Intern*

June 2021 - Aug 2021 | Chicago, IL

- Worked with Ogilvy Chicago's design team, Ogilvy 485, to create public-facing digital, social, and print assets. Efficiently addressed a variety of design needs within fast-paced timelines. Select clients include Kotex, Del Maguey, Ball Park Franks, and Ogilvy.
- Designed a unique and versatile brand visual identity for a creative pitch as part of a collaborative internship project.

Coupa Software, *Marketing Design Intern*

May 2020 - Aug 2020 | San Mateo, CA

- Expanded the Coupa Brand Identity by creating a cohesive set of unique illustrations to be used on the Coupa website and a variety of marketing materials.
- Created public-facing digital assets to support the Marketing team, including web ads, banner images, case studies, data sheets, and email blasts.

Saatchi & Saatchi LA, *Design Intern*

June 2019 - Aug 2019 | Torrance, CA

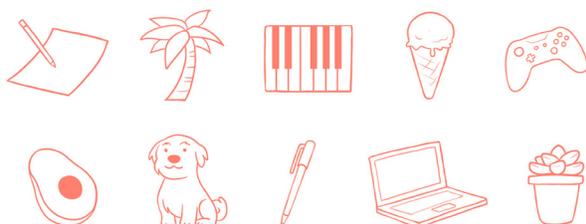
- Supported the Brand & Design team on the Toyota account. Projects included logo development, photo mockups, digital asset design, and deck design.
- Developed a creative concept and designed assets for a brand awareness campaign as part of a collaborative internship project.

Do Tank, *Graphic Design Intern*

Jan 2019 - June 2019, Jan 2020 - May 2020 | Chicago, IL

- Assisted in defining the visual style and brand identity for deliverables.
- Created illustrations and graphics for digital and print use, including caricatures of Do Tank employees.

@ play



@ school

School of the Art Institute of Chicago,

Bachelor of Fine Arts in Studio

Focus in Visual Communication Design

Aug 2018 - Dec 2021 | Chicago, IL

- Justyna Palka Memorial Scholarship
- 2019 - 2020 Dean's List for Outstanding Sophomores
- Excellence in Leadership Award
- Distinguished Scholars Scholarship
- Competitive Excellence Award

@ activities

SAIC Student Chapter of AIGA

Sept 2019 - Dec 2021 | Chicago, IL

President | May 2021 - Dec 2021

- Led a group of over 40 SAIC students with the intention of cultivating a design community focused on career development.

Vice President | Sept 2020 - May 2021

- Directed a team of students to design a unique visual identity for SAIC AIGA's annual design show.

@ my best

Software

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe After Effects
- Keynote

Visual

- digital & traditional illustration
- portraiture / caricature
- comics