



alannatran.com
atran.art@gmail.com
linkedin.com/in/alanna-tran

@work

Coupa Software, Associate Visual & Interactive Designer

Jan 2022 - Present | San Mateo, CA

Evolve the Coupa visual identity by leading the design and production of brand illustrations, company initiative logos, and web assets.

Oversee the implementation of the Coupa visual brand across numerous materials, platforms, and experiences.

Design a wide variety of public-facing digital, social, and print material that communicates campaign narratives. Support the Coupa Marketing team with all creative needs and deliver design work that aligns with marketing objectives.

Ogilvy Chicago, Design Intern

June 2021 - Aug 2021 | Chicago, IL

Collaborated with Ogilvy Chicago's design team, Ogilvy 485, to create digital and social assets for multiple accounts. Effectively addressed a variety of design needs within fast-paced timelines. Select clients include Kotex, Del Maguey, Ball Park Franks, and Ogilvy.

Coupa Software, Marketing Design Intern

May 2020 - Aug 2020 | San Mateo, CA

Expanded the Coupa visual identity by creating the first library of illustrations representing Coupa's suite of products for usage on the website and a variety of marketing materials. Supported the Marketing team by creating public-facing digital assets, 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.

Do Tank, Graphic Design Intern

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

Designed and illustrated interactive brainstorming worksheets that facilitate strategic thinking for Do Tank's Business Design Academy. Created illustrations and graphics for digital and print use, including caricatures of Do Tank employees used for banners and websites.

@school

School of the Art Institute of Chicago, BFA

Focus in Visual Communication Design

Aug 2018 - Dec 2021 | Chicago, IL

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

@activities

SAIC AIGA

Sept 2019 - Dec 2021 | Chicago, IL

President | May 2021 - Dec 2021

Led a group of over 40 SAIC students to cultivate a design community focused on career development. Managed teams of students and organized club events across remote and hybrid formats.

Vice President | June 2020 - May 2021

Directed a team of students to design a visual identity for SAIC AIGA's annual design show. Created a streamlined workflow for the production of the weekly newsletter and oversaw a team of students.

@my best

Software

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

Skills

- visual identity design
- creative campaign development
- digital & traditional illustration
- portraiture / caricature