

CHRISTINE TRAN

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EDUCATION

BS in Industrial Design

Iowa State University

Studied Creative Media

City University of Hong Kong

AWARDS / HONORS

Shortlisted, Lexus Design Award

Worldwide - 2016

Swing Design, Hidden Door Festival

Edinburgh, Scotland - May 2015

SPONSORED PROJECTS

Boeing, Service Design 2014

Collaborated on a multidisciplinary team to improve the flight experience

P&G, Innovation Workshop 2013

Utilized creative problem solving methods for the education gap

AllSteel, Furniture Design 2012

Applied R&D methods for public space furniture system

NON-PROFIT INITIATIVES

CYC, GRAPHIC DESIGNER

Design the sponsorship brochure with contributions up to \$10,000

Unfolding Energy, Marketing Director

Devise marketing strategies to educate about clean energy solutions

RELEVANT SKILLS

DESIGN

Ideation / Illustration

Branding / Graphic Design

Market Research / Storyboarding

User Interface / User Experience

Digital Photography / Photo Editing

3D MODELING

Shop Experience (wood, plastic, foam)

3D Prototyping / Foam Modeling

3D Printing / Laser Cutting

Apparel Construction / Draping

Textile Knowledge / Pattern Making

SOFTWARE

Microsoft Office / PowerPoint

InDesign / Photoshop / Illustrator

SolidWorks / KeyShot

WORK EXPERIENCE

Creative Director, MGS International

Des Moines, IA - April 2016 to Current

Lead as creative director and product manager in the children's toy industry

- Supervise design, art direction, and management of toys, product lines, and packaging for private label brands
- Customize solutions for retail partners including Walmart, Aldi, Toys "R" Us, Target, etc. to increase brand recognition, exposure, and sales
- Analyze competition, relevant trends, and technologies to formulate proposals including concept, material selection, and cost strategy
- Ensure high quality supervision of timelines, designs, approval process, execution, and management of in-house creative teams in Asia
- Collaborate with cross functional departments including R&D, Art Dept., Marketing, Sales, and senior management to deliver work that is globally relevant and on-strategy to grow the business
- Oversee the research, development, and execution of project life-cycles including artwork, photography, writing, branding, packaging, illustration, ideation, prototyping, presentation, and POS

Design Consultant, Cxtran Design

Des Moines, IA - July 2015 to Current

Provide products and services to companies across the US

- Illustrations for Principal Financial Group, a Fortune 500 Company
- Product design for Adeline Beauty, an Amazon top seller
- Website design and branding for Callahan ATDS, disability specialists
- Branding and marketing for upcoming businesses in a variety of industries

Creative Director, Pinks LLC

Des Moines, IA - May 2014 to December 2015

Develop a new company strategy, rebrand, market, and direct creative management in the fast-paced startup environment

- Manage all aspects of development including design, features, marketing, advertising, social media, client relations, and events
- Collaborate with 6 software engineers to design the UI and UX of a website, tablet, and mobile platform with over 700 active users
- Create marketing materials including print ads, photography, social media ads, t-shirts, and a 7 foot mascot
- Directed a community charity event to raise awareness, promote action, and provide supplies to people without homes
- Presented at the 2015 InnovateHer Pitch Competition

Content Editor & English Teacher, Hujiang

Shanghai, China - July 2014 to July 2016

Specialize in developing interactive courses for a new curriculum for the largest e-learning school in the world

- Develop 100+ digital lessons for PowerPoint presentations used in the online education network platform
- Instruct over 140 online lessons remotely in classes up to 22 students

Architectural Intern, Tontsen Design Group

Shanghai, China - Summer 2014

Assist in research and design for the commercial real estate industry

- Generate CAD models, edit floor plan layouts, research reference buildings, and document process for clients
- Design the 2014 World Architecture Festival company submission and an ad published in Time + Architecture in China