

ANGELYNE TRAN

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Education

British Columbia Institute of Technology

Bachelor of Business Administration

- Specialization: Marketing
- Graduated with Distinction

Burnaby, BC

September 2024 – August 2025

British Columbia Institute of Technology

Digital Design and Development Diploma

- Graduated with Distinction

Burnaby, BC

September 2021 – May 2023

Work Experience

BrightSource

Graphic Designer

- Develop multiple visual concepts and iterate efficiently based on stakeholder feedback to meet tight campaign timelines
- Ensure packaging meets brand standards by maintaining regular feedback loops with the company's president while carrying on end-to-end design iterations
- Strengthen brand consistency across digital formats by adapting company assets into scalable formats to support visual communication

Vancouver, BC

August 2023 – Present

Project Human City

Design Intern

- Contributed to brand identity development by designing logos and visual assets aligned with established brand guidelines
- Illustrated onboarding assets to support intuitive and engaging user flows, enhancing first-time user experience
- Developed pixel-based digital graphics tailored for interactive platforms, maintaining visual cohesion across touchpoints

Toronto, ON

March 2024 – August 2024

BiaGuard

Design Intern

- Partnered with the CEO to refresh digital content using motion graphics that enhanced clarity and user engagement
- Conducted UX audits and recommended accessibility improvements to strengthen user experience and visual communication
- Recommended structural layout changes to improve information architecture and user navigation journey

Vancouver, BC

April 2023 – June 2023

Project

LocalToMe

UI/UX Designer

- Designed user-centered digital content and marketing materials to support brand visibility across platforms
- Developed and applied style guides to ensure consistent messaging and visual identity
- Expanded brand presence across channels by designing print-ready marketing materials adaptable for digital use

Burnaby, BC

September 2022 – December 2022

Additional Information

Skills:

- **Languages:** English, French, Vietnamese
- **Marketing:** Content Management, Digital Campaigns, A/B Testing, SEO Optimization
- **UI/UX:** Wireframing, User Flows, Hi-Fi/Lo-Fi Prototyping, User Research, User-Centered Design, Responsive Design
- **Design:** Vector Art, Raster Art, Illustration, Style Guide, Branding, Print, Design Systems
- **Tools:** Figma, Adobe Creative Suite, HTML/CSS, JavaScript, Microsoft 365 (Word, Excel, PowerPoint)

Interests: Drawing, animating, video games, reading