KHOI TRAN | Graphic Designer · UX/UI

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SUMMARY

Multidisciplinary designer with a foundation in graphic design, UX/UI, visual storytelling, and applied computer science. Experienced creating user-centered digital and print experiences, brand systems, and digital content pipelines. Combines strong visual craft with technical fluency (front-end, automation, data tools) to deliver thoughtful, high-impact work across agencies, university, and product environments.

PROFESSIONAL HISTORY

Sawyer Nursery | Digital Content & Replenishment Feb 2026 – Present

Hudsonville, Michigan · Full-time · On-site

- Captured, edited, and created original plant visual content and graphics from scratch for digital and merchandising platforms.
- Oversaw product image management, tagging, and digital content processes in compliance with Walmart guidelines and supplier coordination.
- Leveraged design tools, Excel, and custom programs/apps to automate workflows, improve efficiency, and accelerate content production.
- Coordinated with merchandising teams on presentations and in-store execution while maintaining accurate SKU and inventory data.

The Image Shoppe | UX/UI Digital Designer Jun 2022 – Apr 2025

Grand Rapids, Michigan · Full-time · Hybrid

- Designed and developed 30+ front-end digital experiences, boosting user engagement and client conversions by up to 25%.
- Created 100+ digital and print assets for web, email, social, and interactive ads while maintaining consistent brand standards.
- Recommended strategic design solutions that strengthened SEO, campaign alignment, and visual impact across client touchpoints.
- Prepared pre-press files to vendor specifications and streamlined production workflows, reducing revisions by 30%.
- Led peer reviews and quality checks, contributing to a 98% error-free rate across digital deliverables.

Grand Valley State University – Promotions Office | Lead / Graphic Designer Feb 2020 – Apr 2025

Allendale, Michigan · Part-time

- Led design for 150+ print and digital assets annually (posters, t-shirts, banners, buttons, social) that helped campus events stand out among hundreds of competing promotions.
- Spearheaded visual branding for major Student Life events with fresh concepts aligned to evolving student interests.
- Trained and mentored 10+ new designers, improving team efficiency, craft standards, and design consistency.
- Streamlined print production, reducing turnaround times by ~20% and material waste while delivering 97% of projects on time.
- Managed multiple concurrent client-facing projects from concept through final print under tight deadlines.

Sebright Products, Inc. | Graphic Designer (Internship) Aug 2020 – Dec 2021

Hopkins, Michigan

- Developed cohesive visual branding across three divisions (Sebright Products, Bright Technologies, Balewulf), strengthening recognition and consistency.
- Designed 50+ marketing assets (print, web ads, promotional videos) supporting sales and trade-show initiatives; contributed to a 15% increase in website engagement.

Grand Valley Lanthorn | Design Editor / Layout Editor Oct 2019 – Apr 2022

Allendale, Michigan · Part-time

- Designed artwork and page layouts for the student newspaper, creating an engaging visual identity that increased physical pickup rates on campus.

3 Cheers Productions | Graphic Designer (Freelance) Jun 2019 – Jun 2020

Atlanta, Georgia · Hybrid

- Translated brand mission and vision into visual language, promotions, and event packages (including the Moody Gala) that reinforced unique recognition.

EDUCATIONAL HISTORY

Master of Science | Grand Valley State University 2023 – 2025

Major in Applied Computer Science

Bachelor of Fine Arts | Grand Valley State University 2018 – 2021

Major in Graphic Design

- Vice President, GV Animators Guild, 2019 – 2020 · Solo exhibition — Fleeting Line, Padnos Student Gallery, 2020

Associate of Arts | North Seattle College 2016 – 2018

Major in General Arts

- Group Exhibition — Student Art Exhibition, Lock and Key, NSC Art Gallery, Seattle, WA, 2016 – 2018

SKILLS

Adobe Creative Suite · Figma · UX/UI & Visual Design · Brand Systems · Digital & Print Production · Photography · Digital & Traditional Illustration · HTML / CSS / JavaScript · Python · Rhino · Microsoft Suite · Content Creation & Asset Pipelines · Pre-press & Vendor Prep

AWARDS AND ACHIEVEMENTS

- International Merit Scholarship | Grand Valley State University | 2018 – 2022
- Department of Visual and Media Arts Scholarship | Grand Valley State University | 2018 – 2022
- 31st League for Innovation | Seattle Colleges | Third Place | 2017
- Marcia Barton Award – Art | North Seattle College | 2017