

DAVID TRAN

CONTENT CREATIVE DESIGNER AND EXPERT



www.pandapixel.com



davidvutran@gmail.com

SKILLS

Adobe Creative Suite

Microsoft Office &
Google Suite

Final Cut Pro X

Wordpress

EXPERTISE

Graphic Designer

Print Specialist

Web Developer / Designer

Videographer / Editor

Presentation Creator

Photographer

PROFILE

Versatile and experienced creative professional with a strong background in web, print, and video design. Adept at building and evolving brand identities, developing engaging digital experiences, and producing high-impact visual content across platforms. Skilled in graphic design, front-end web development, corporate branding, large-scale print collateral, video production, film editing, and photography. Known for combining technical precision with strong storytelling instincts to create cohesive, audience-driven design solutions.

WORK EXPERIENCE

GOVOS, *Sr. Director of Creative and Content Strategy*

March 2021 — Present

- ▶ Manages the company's graphic services and creative marketing efforts, including brand management, design, video and web site management, while maintaining graphic standards across all company business units.
- ▶ Oversee and produce all marketing creatives across channels and brand initiatives to ensure the brand identity is communicated consistently and effectively. Collaborate with key stakeholders to drive alignment on the brand and creative strategy.
- ▶ Managed all content creation requests and implemented standardized processes for self-service asset delivery across the organization, while overseeing proposal team efforts that contributed to a 48% increase in ARR within the first year.

CENTRALSQUARE TECHNOLOGIES, *Senior Creative Manager*

July 2011 — February 2021

- ▶ Conceptualizes ideas and execute clean and compelling designs for a wide-range of marketing communication materials, including more than 500 printed and digital ads, over 200 pieces of print collateral and more than 400 corporate presentations
- ▶ Produced more than 1,000 pieces of video content for customer testimonials, brand and product promotions, and high-level product demonstrations
- ▶ Developed creative assets for email campaigns sent to more than 5 million recipients per year
- ▶ Led 3 company rebrands that required transitioning web sites, developing rebranded print and digital collateral, updating office signage throughout North America, designing and managing new templates and ensuring compliance with brand identity
- ▶ Provided graphic support for trade shows and events averaging more than 200 programs per year
- ▶ Works closely with the C-Suite to support any internal and external presentations, video projects, and technical needs

CARLEY CORPORATION, *Media Specialist*

January 2008 — July 2011

- ▶ Developed graphics for computer-based training and created numerous templates for contracted courseware
- ▶ Oversaw graphics to ensure they follow current project style-guides
- ▶ Worked closely with instructional designers and subject matter experts to ensure project delivery dates were on time

EDUCATION

UNIVERSITY OF CENTRAL FLORIDA

Bachelor of Arts, January 2004 — May 2006

VALENCIA COMMUNITY COLLEGE

Associates of Arts, May 2000 — May 2003

- ▶ Digital Media in Internet and Interactive Systems
- ▶ General Studies