

Adela Tran

UX/UI Designer
Graphic Designer

+1 626.592.9295
adelatran@gmail.com
www.adeladesign.co

Education

ArtCenter College of Design, Pasadena, CA
Bachelor of Fine Arts in Graphic Design
September 2019 – December 2022
Cumulative GPA 3.60

ArtCenter Provost's List for maintaining a
GPA above 3.8
September 2021 – April 2022

Asus ROG | Sponsored Project Student Interaction Designer

September 2021 – December 2021, Pasadena

- Created AniMe Matrix animations for Zephyrus G14 laptops.
- Designed a new line of speculative gaming products for ROG 2025.

Experience

Crossing Media | Full-Time Junior UX/UI Designer

May 2022 – August 2022, Los Angeles

- Created event and game interactions on screen for every livestream by designing a full set of user flow.
- Constructed and prototyped 3 brand new websites for three different livestream channels.
- Created visual interactions such as livestream games, and promotional materials, merchandise.

Teaching Assistant for Communication Design

September 2021 – December 2021, Pasadena

- Hosted lectures and gave critiques regarding their designing, typography, and presenting skills.

E+ Education | Lead Freelance Designer

July 2022 – August 2022, Los Angeles

- Built and created a new website using Figma and published for the institution.
- Created and posted posters and adapted the graphics for social media content.
- Frequently updated their content and publishing images on the new website and on social media.

MAXV Global | Lead UX/UI Designer

February 2021 – August 2021, Pasadena

- Designed new user interface for the new MAXV app, a platform for purchasing various luxury brand products
- Created and prototyped mobile phone user flow and interactions.
- Rebranded and completed brand guidelines.

O2 Karaoke & Party | Brand Identity Designer

August 2019 – December 2019, Arcadia

- Rebranded and created guidelines for brand. Designed menu layout and merchandise.

Arcadia Art Academy | Lead Designer, Design Instructor

January 2018 – December 2022, Arcadia

- Redesigned user interface and visuals for the website. Created a logo for the new brand image.
- Taught classes to high school students Adobe Suite software to prepare college portfolios for admissions.
- Critiqued and directed students to complete various projects such as branding, packaging, print, and web design.

Volunteer

Prototyping Club, Creative Director

September 2021 – December 2022, Pasadena

- Created all visual assets of the club, including logos and posters.
- Arranged workshops from Figma and other creative tech companies for ArtCenter students to have a better understanding of programs.

Recognition and Awards

Communication Arts 2023 Interactive Shortlist (November 2022)
Jo Torrelli Thomas Endowed Scholarship (April 2020)
Asus ROG AnimeMatrix Motion Graphics Award (October 2021)
ArtCenter Undergraduate Degree Scholarship (September 2019 – December 2022)
ArtCenter Quasi Grant (August 2019)

Design Skills

User experience design, user interface design, interaction design, human-centered design, graphic design, brand design, motion design, packaging design

Technical Skills

Figma, Sketch, Illustrator, Photoshop, InDesign, XD, After Effects, Dimensions, Cinema 4D, Redshift, Unity 3D, SparkAR, MadMapper, TouchOSC, Keyshot, Solidworks, AR/VR, Invision

Languages

English – Native/Professional fluency
Chinese – Native/Professional fluency

