

Dung Tran

Pronounced "Young" – it's Vietnamese

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Work History

Senior Designer

Rakuten Rewards – 2021 to 2025 – San Mateo, CA

- Across two rebrands, set up and evolved Figma and Adobe-based design ecosystem, library and components with product team to ensure brand standards scaled across all programs for typography, color, buttons, illustration, hierarchy, patterns, modules, components, lockups, grid and templates
- Created AI-generated photoshoots with brand-accurate lighting and lifestyle imagery and motion for Holiday 2025 campaign for referral and paid social growth resulting in +12.6% YOY engagement
- Developed the Big Deal Reveal campaign that included animation across site, email and paid social for retailers like Nike, Viator and Columbia – the pilot became a key revenue and merchant participation driver in 6 months and contributed to about 60% lift in average order value
- Designed large suite of digital, print and large-scale environmental assets for Rakuten Optimism 2024, 2025 and 2026, Rakuten's yearly conference attracting 1,000 global affiliate professionals
- Led a five-designer production team, mentoring junior team-members and developing modular Figma-based templates that cut 50% production time
- Collaborated with Movable Ink to automate the entire Email Solo program with personalization, data and brand fonts, accounting for 30% of merchant buy-ins, and eliminated two hours a day of production time
- Owned entire program of 100+ emails, design and code, across three email overhauls reaching 17 million members and generating 10% of total revenue
- Figma master: led group trainings and one-on-ones to transition the Creative team from Photoshop and Sketch to component-based and automated workflows on Figma, enabling modern in-file and real-time collaboration with stakeholders and creative copy team members

Designer II

Rakuten Rewards – 2017 to 2021 – San Mateo, CA

- Bridged competing stakeholder priorities across marketing, product and growth teams using design rationale and technical insight to drive alignment, faster approvals and on-time launches
- Established high-volume workflows for production assets across ads, desktop, mobile web, app placements and emails with buy-in from 3,500+ brands like Sephora, Walmart and Nike
- Executed ads on GDN, PMAx, UAC and Meta paid social platforms including Rakuten Rewards' latest offering, Cash Back on dining, leading to growth to 22,000 partner restaurants nationwide
- Built executive-level presentations, B2B decks for internal and partner communications, and corporate Powerpoint templates with embedded fonts and XML-custom-coded colors with 100% adoption rate
- Collaborated with product and merchant operations teams to organize the processing of a library of 3,500+ brand logos, their logo marks, in full-color and inverse variants for site and internal use
- Persuaded Creative team and cross-functional partners to adopt Box Drive and Bynder digital asset management platforms which enabled frictionless file access, collaboration and version control
- Document design: authored Bynder documentation for brand standards and production workflows and built library of PDFs with illustrations and icons for Rakuten Card Linked Network to onboard businesses and publishers with combined reach of 200M+ cardholders

Work History (continued)

Designer

Munchery – 2014 to 2017 – San Francisco, CA

- Owned Munchery's whole email program end-to-end: designed and coded Munchery's full suite of responsive emails in Iterable and Klaviyo email platforms including lifecycle, promotional campaigns, transactional and triggered emails, supporting 5,000 meals per day
- Comprehensive packaging design: branded Munchery's bags, food box sleeves and labels with logo, brand patterns and colors, prepared final print-ready production files respecting dielines and CMYK printing guidelines and reviewed proofs to ensure design and color accuracy, delivering 14 million meals
- Printed recipe cards for Munchery's cooking kits that were set in quad-fold card and single no-fold card templates and updated with new photography, illustration and copy designing 20 new cards monthly

Junior Designer

Munchery – 2012 to 2014 – San Francisco, CA

- Employee #4 at fast-scaling startup, supporting brand development and production workflows across marketing and product touchpoints, growing to 1,000+ employees
- Designed digital production assets for retargeting ads, paid social ads and site banners to support explosive market growth across the San Francisco Bay Area, Seattle, New York and Los Angeles
- Created printed postcards to promote expanded delivery to new cities: Washington D.C., Portland, Sacramento and San Diego, spurring 500 customer growth at 50+ key office locations

Skills

Figma, Sketch

Adobe Photoshop, After Effects, Illustrator, InDesign

Powerpoint, Keynote

Jira, Asana

Bynder (digital asset management platform, aka "DAM")

Smartly, Epsilon (paid social platforms)

Iterable, Klaviyo (omni-channel marketing platforms)

MovableInk (automated images for email with live/personalized data)

Email design and coding

Motion and animation

Training

AI Design (Superside)

Animation (American Graphics Institute)

Awards

Rakuten "Kansha" Award 3x recipient (2021, 2023, 2024) for exceptional performance

Education

Architecture BA, UC Berkeley

Portfolio

dungtrandesign.com

LinkedIn

www.linkedin.com/in/dung-tran-8a934b133