

Dung Tran

Pronounced "Young" – it's Vietnamese

dmtran@gmail.com – (510) 220-9535 – Sunnyvale, CA → Greater Chicago Area, IL (relocating summer 2026)

Senior Marketing Designer with 14 years experience helping eCommerce and DTC teams deploy design systems that double creative output

Tools and skills: Figma, advanced • AI-design tools • Adobe Creative Suite • Bynder • Jira • Asana • design systems • component libraries • template creation • email design and code • UX/UI collaboration • creative testing • AI-powered images • paid social • light motion graphics

Work history

Senior Marketing Designer

Rakuten Rewards – 2017 to 2025 – San Mateo, CA

(Promoted from Marketing Designer II)

- Owned brand strategy for 100+ emails, design and code, understanding email client quirks (and how to hack it) across three email overhauls reaching 17 million members and generating 10% of total revenue
- Creative lead for a five-designer production team, coaching junior designers and building modular Figma-based workflows and templates that doubled creative team output
- Established and maintained Figma and Adobe-based design system across two rebrands ensuring brand guidelines scaled across digital, print and events promoting product features and supporting 3,500+ brands including Sephora, Walmart and Nike
- Campaign concepting for "Big Deal Reveal" program across landing page, email and paid social (Meta, Google) for retailers including Nike, Viator and Columbia, driving a 60% lift in average order value within six months
- Partnered with art direction to drive +12.6% YOY engagement and +5% acquisition for Holiday referral and paid growth channels by producing AI-generated photoshoots with brand-accurate styling and motion
- Collaborated with Movable Ink to automate the entire Email Solo program with personalization, data and brand fonts, accounting for 30% of merchant buy-ins while eliminating two hours of daily production work
- Presentation design: developed Super Bowl deck, secured affiliate agreements with Sephora, Macy's and Nike through executive-level, on-brand PowerPoint pitch decks
- Supported creative direction for digital, print and environmental campaign assets for Rakuten Optimism, Rakuten's annual conference attracting 1,000 global affiliate professionals
- Developed illustrated B2B sales enablement materials for Rakuten Card Linked Network fintech platform, enabling businesses and publishers to integrate into a payments and rewards ecosystem reaching 200M+ cardholders

Email and Print Designer

Munchery – 2012 to 2017 – San Francisco, CA

(Promoted from Junior Designer)

- Taught myself to code at this startup to own the design and HTML coding of Munchery's full responsive email eco-system of lifecycle, transaction and promotion emails, supporting 5,000 daily meal orders
- Built automated lifecycle email program for Plaid Box (home cooking kits) using API data feeds to dynamically populate food imagery, product descriptions and messaging, automating 100% of customer communications across five triggered lifecycle states (welcome, active, reminder, changed, canceled).
- Designed print-ready packaging and collateral: branded Munchery's bags, food box sleeves and labels with logo, brand patterns and colors, prepared production-ready files respecting packaging layouts, dielines and print specifications and reviewed proofs to ensure design and color accuracy, delivering 14 million meals

Portfolio dungtrandesign.com

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Education Architecture BA, UC Berkeley