



NATIONAL. NEW YORK.
ANGELA TRAN
 CREATIVE
 STRATEGIC
 ADAPTIVE

I am a Senior-level Strategic Designer and Art Director with a broad range of graphic, production and web experience. For more than fifteen years I have designed identities, viz-comms, reports and graphics for grassroots, state and national organizing and activist campaigns. I have a passion for strategically creating visual narratives and popular education materials.

Collaborative Creative:
 Graphic Design, Production,
 Art Direction.

- » Develop design solutions to translate complex ideas into public-facing communications and campaigns, online and off.
- » Create communications strategies, identities and produce design assets for organizations, campaigns, branding, targeted projects, trainings and for social movements.
- » Consult on all levels of design, from project strategy and assessment, to development and implementation.
- » Define strategic perspectives and execute designs for the launch of major projects, campaigns and public debuts including the generation of pre-launch buzz.
- » Execute creative on digital marketing for multichannel communications + experiences.
- » Coordinate teams of designers, developers, content producers and contractors working locally and remotely.
- » Assure overall design cohesion across online and offline platforms and environs.
- » Expertise and extensive experience in pre-press, press check and managing vendor relationships including a nerd-level technical knowledge of print techniques.

SPEAKING

Organize 2.0
 Graphic Design is a Tactic for Organizers.
Presenter. Digital, National, 2020.

Artivism Talk
 Design is an accomplice
 to social movements.
Presenter. Digital, Spain, 2020.

Netroots Nation
 More Than Words: Using The Language
 Of Imagery To Mobilize.
Presenter. Philadelphia/Digital, 2019/20.

EXPERTISE

Content +
 Design Strategy

Creative,
 Art Direction

Branding +
 Identity Design

Information Design,
 Information Architecture

Visual Design, Evaluation
 & Production

EDUCATION

PRATT INSTITUTE
Bachelor of Fine Arts.
Communications Design,
Graphic Design Focus.
 2004 - 2008.

**TECHNICAL
 APPLICATIONS**

Digital Design:
 Adobe Creative Cloud,
 After Effects, Bridge,
 InDesign, Illustrator,
 Lightroom, Photoshop,
 Premiere; Final Cut Pro;
 Wireframe Apps, Github;
 SketchUp; Microsoft Office.

Production Of Assets:
 3D Design; Illustration;
 Isometric, Architectural,
 Live Drawing; Motion
 Graphics, Editing;
 Journalistic Photography;
 Scenic Painting; Scientific
 Illustration; Small Batch
 Production Techniques;
 Studio Photography;
 Technical Illustration.

Installation + Design:
 Art Handling, Lighting
 Design.

I enjoy diverse projects,
 roles and collaboration in
 cross-disciplinary teams.

EXPERIENCE

**INDEPENDENT STRATEGIC DESIGN +
 COMMUNICATIONS CONSULTANT**
ANGETRAN
 2015 - Present. New York City and State, Nationally.

CONTRACT DESIGNER & CREATIVE,
INVEST IN OUR NEW YORK ACT CAMPAIGN
 20-20/-19 Campaign. New York.

CONTRACT DESIGNER,
STRONG ECONOMY FOR ALL COALITION
 2016 - Present. National.

CORE CONTRIBUTOR,
PRINCIPAL GRAPHIC DESIGNER
BEYOND THE CHOIR
 2015 - 2016. Based out of Lancaster, PA. National.

LEAD DESIGN STRATEGIST
STRIKE DEBT, DEBT COLLECTIVE
 2012 and 2014 - 2017. New York City, National Campaigns.

PRINCIPAL, DESIGNER, STRATEGIST
NOT AN ALTERNATIVE
 2009 - 2014. New York City with International Tours.

LEAD DESIGNER + ASSOCIATE
**PROGRAM DEVELOPER FOR OUTREACH
 AND ADVOCACY**
SOLAR ONE
 March 2009 - May 2013, New York.

SELECT CLIENTS INCLUDING

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|---|---|
| <p>Political + Arts Organizations:</p> <ul style="list-style-type: none"> · ACRE Action Center · Center for Popular Democracy · Citizen Action Network · Empire State Indivisible · EYEBEAM Art + Technology · Greenpeace International · Hedge Clippers/ Hedge Papers · Leslie-Lohman Museum · Make the Road New York · The Natural History Museum · New York Communities for Change · Recovery for All · Strike Debt/ Debt Collective | <p>Foundation, Government, Labor:</p> <ul style="list-style-type: none"> · Arc Finance · Citi Foundation · Common Defense PAC · Department of Homeless Services (NYS) · FISSION Strategy · Philadelphia Community Action Network (Philly CAN) · United NY · SEIU-UHW · Veterans Organizing Institute · 32BJ-SEIU · Community Environmental Center (NYC) |
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INDEPENDENT STRATEGIC DESIGN + COMMUNICATIONS CONSULTANT

ANGETRAN

2015 – Present. United States, Nationally.

- Develop creative strategy and design solutions to translate complex ideas into public-facing communications and campaigns, online and off.
- Consult on all levels of design: project strategy, assessment, development and implementation.
- Executing creative on digital marketing for multichannel communications and experiences.
- Coordinating teams of designers, developers, content producers and contractors working locally and remotely.
- Highly experienced in pre-press, press checks and managing vendor relationships.
- Extensive technical knowledge including color management, image management, dot gain, paper grades and ratings, vinyl cuts, as well as print methods like batch, small and mass jobs in offset, large-format and digital printing.
- Assure overall design cohesion across online and offline platforms and environs.

CONTRACT DESIGNER & CREATIVE,

INVEST IN OUR NEW YORK ACT CAMPAIGN

20-20/-19 Campaign. New York.

- For Invest In Our New York (IONY) strategic communications and visual communications design: IONY website narrative storytelling and framing (content development, creation, visual design and supporting asset creation; framing across website content and actions, like strategically framed form submissions to gather interactions like story collection;
- Resource design and development for IONY resources: including popular and community educational materials (like briefings and presentations); public facing props and materials (protest signs, fliers, floor charts, handouts,) to elevate storytelling and anchor press narratives, and; visual and written storytelling, positioning, and;
- The creation of robust educational resources: like the IONY launch policy report and summary document; the New Yorker stories book and shareables (experiences from NYers across the state: stories collected, framing written, materials designed and illustrated)
- Recommendations to strengthen all of the above, especially in relation to community education materials, and; to support the steering committee in implementing changes it decides to make concerning the IONY website, reports, visual assets, and campaigns.

CORE CONTRIBUTOR, PRINCIPAL GRAPHIC DESIGNER

BEYOND THE CHOIR

2015 – Present. Based out of Lancaster, PA. National.

- Participate in organizational strategic planning.
- Create assets to support, promote, and explain Beyond the Choir narrative strategy for actions and events executed by our collaborators and partners.
- Manage studio production and vendor relationships (small and large productions) ranging from web assets to 3-dimensional props for rallies to zines distributed hand-to-hand by organizers and street-teams.
- Develop strategies, design and produce assets and identities for campaigns, partners and targeted projects, trainings and for movement strategy. These range from support materials to videos to logos and handouts.
- Created and maintain the organization's visual identity (formalized logo and standards, created a library of colors, custom typefaces, document templates, a graphic library of icons and illustrations and usage guidelines).



GRAPHIC + BRAND DESIGN, GRAPHIC INSTALLATION, EXHIBIT INSTALLATION

LESLIE-LOHMAN MUSEUM

April, 2016–July, 2017. New York City, SoHo.

- Worked with a team of co-designers, writers, staff and the Board of Directors to open a full museum expansion on a tight budget and fast turn around.
- Managed production for various scale projects for all aspects of 2D museum design. This ranged from museum graphics and artifact labels to wallpaper to wayfinding to pre-press and production for large scale vinyl bus-wrap across the entire building façade.
- Updated and standardized the visual identity with complete logo-set and style guide for the museum brand.
- Designed, developed and produced exhibit and marketing graphics for print, digital and environmental experience design.
- Designed, developed and produced signage, street banners, print and digital ads, social media branding, letterhead and other print collateral design for expansion marketing.
- Assisted in art installation and lighting design in coordination with the Director of Exhibits and the Director of Operations.

LEAD DESIGN STRATEGIST

STRIKE DEBT, DEBT COLLECTIVE

2012 and 2014 – 2017. New York City, National Campaigns.

- Lead multi-disciplinary teams on creative strategy and content development for multiple national level campaigns and public announcements.
- Coordinated and designed the identity and visual strategy of high-profile campaigns and events including the Rolling Jubilee and Bailout Telethon variety show that featured celebrities from entertainment and music.
- Executed design and defined strategic perspectives for the launch of the Rolling Jubilee Telethon, including generating pre-launch buzz and coordinating the overall “look and feel” of the event.
- Collaborated with web developers and content writers to design the website of Strike Debt’s latest initiative, the Debt Collective.
- Collaborated with Debt Collective organizers and public relations professionals on a campaign that was featured in major outlets including the New York Times, the Washington Post, The Guardian, and Al Jazeera America.

PRINCIPAL DESIGNER AND STRATEGIST

NOT AN ALTERNATIVE

September 2009 – 2014, New York City with international tours.

- Contributed strategic perspectives, conceptual development and design to over 20 projects, such as “Tomorrow is Another Day (After the Economic Crisis)” installed in Turbine Hall at the Tate Modern for their 10-year anniversary show, “No Soul for Sale.”
- Developed innovative design strategies and produced identities and concepts for installations, exhibitions and environmental signage to direct participants through spatial environments and visual experiences.
- Managed studio production, volunteers and vendor relationships for small and large art and political productions.
- Photographed and shot live video during public events and street performances to create content for social media, press placement and media outlets as well as collaborated on the production of props, structures, and other related visuals that were used during these events.
- Worked with co-designers, developers, writers, curators and users to produce works featured at Exit Art, X-Initiative, Eyebeam Art & Technology Center, Creative Time Summit, New Museum, the Guggenheim in NYC.