



GINA TRAN



HI THERE!

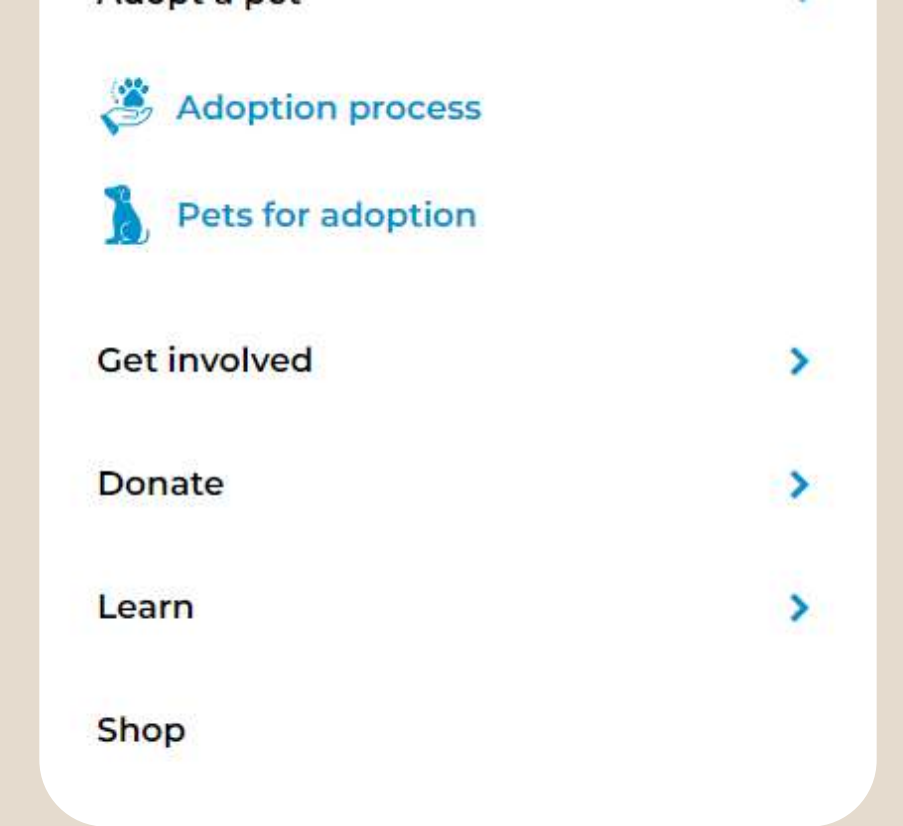
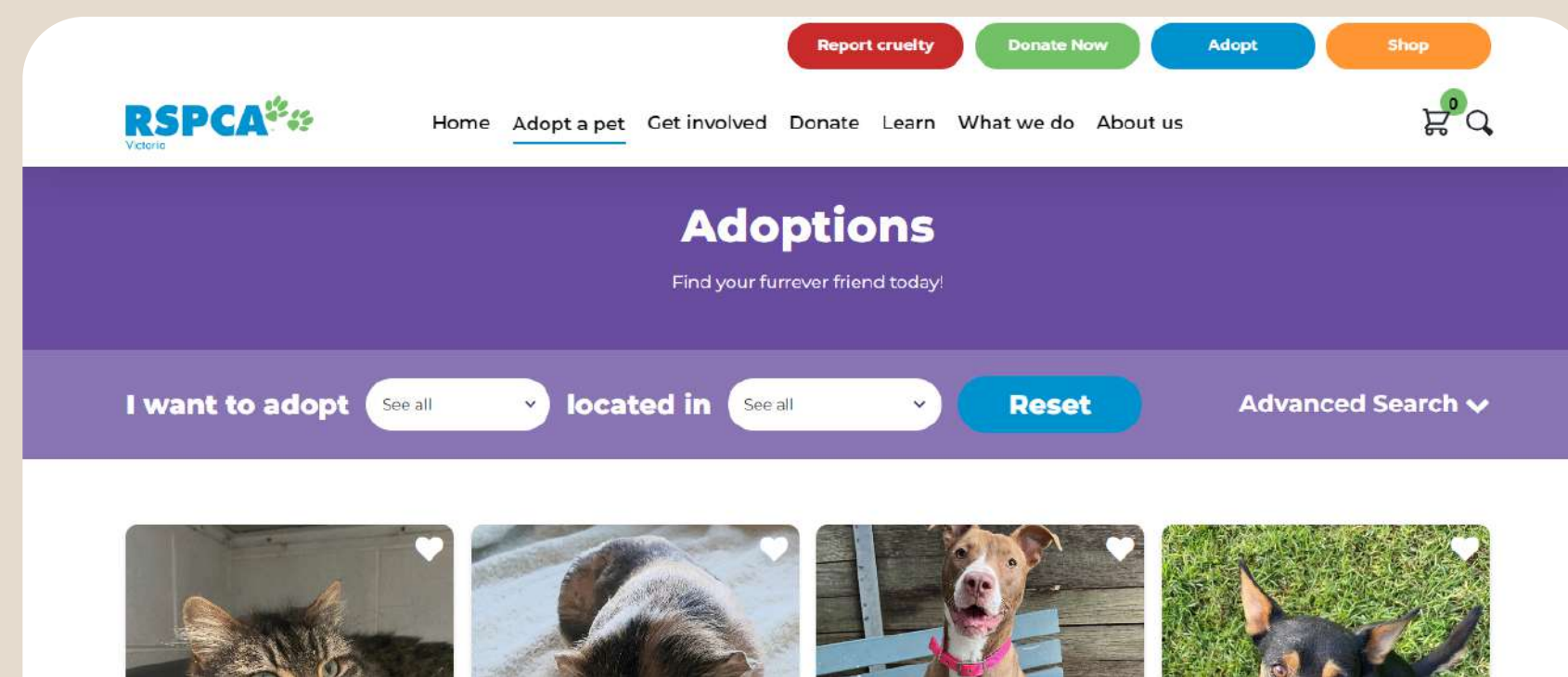
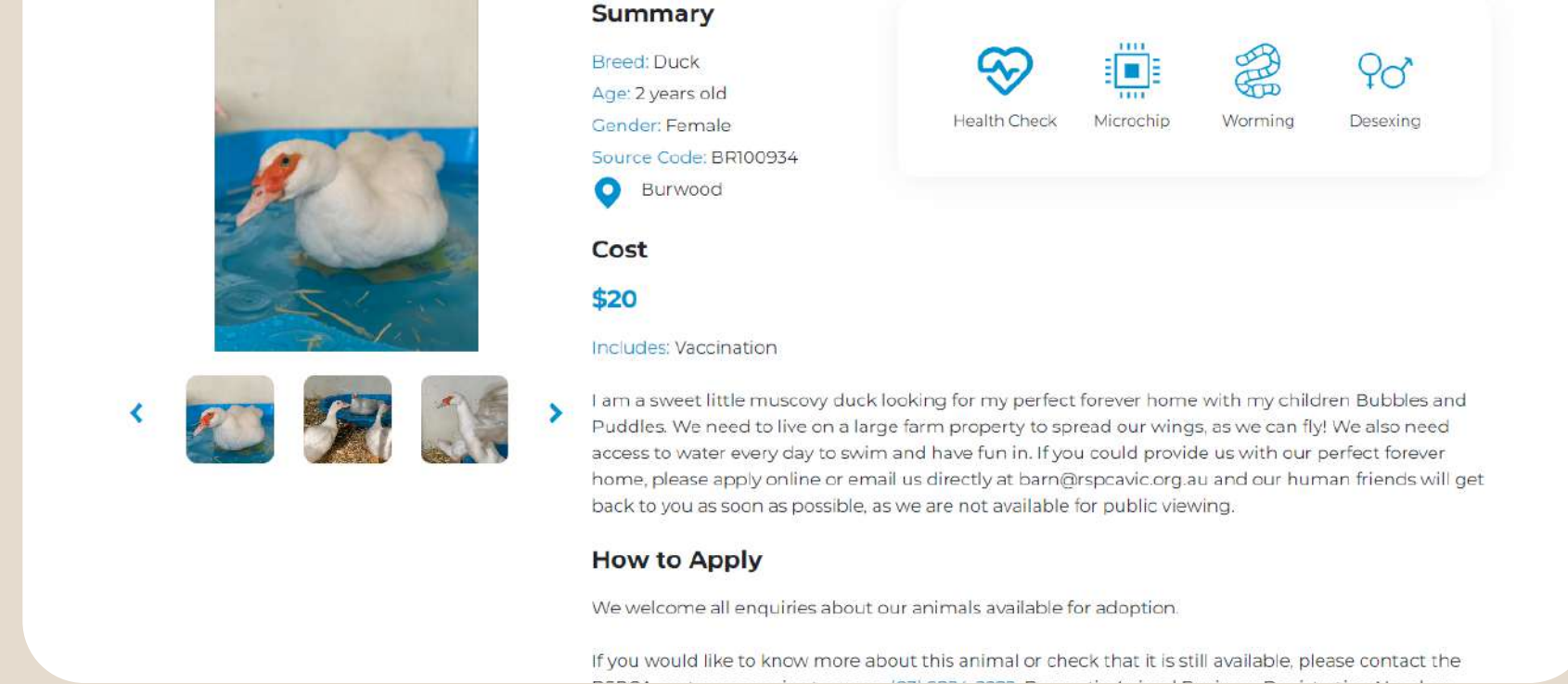
I'm Angelina or Gina for short. I'm a Freelance Digital Designer taking a particular interest in 3D, illustration, motion and a range of experimental typography.

RSPCA VICTORIA

RSPCA Victoria reached out to my company about redesigning their website, requesting a more inviting, user-friendly approach.

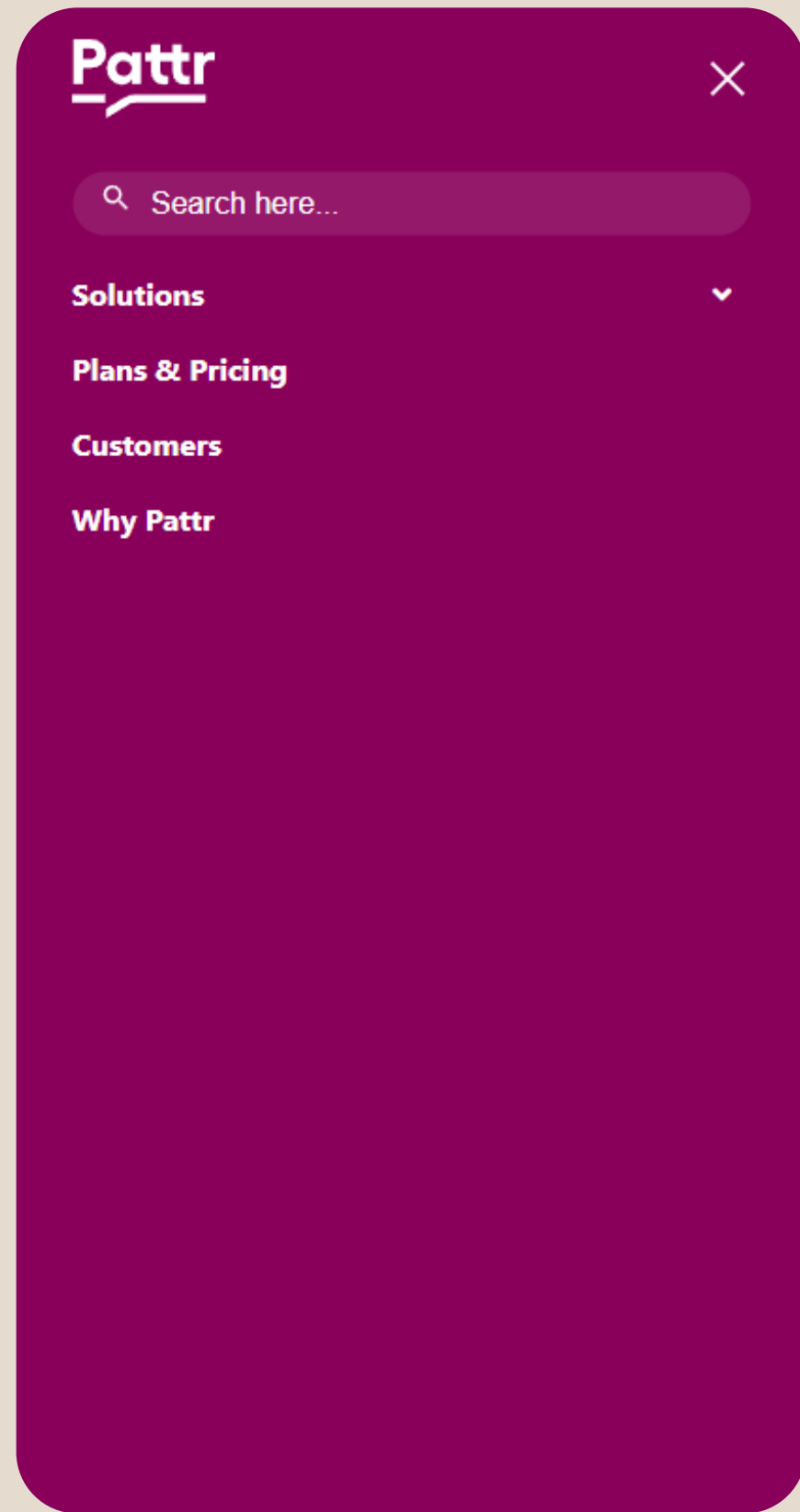
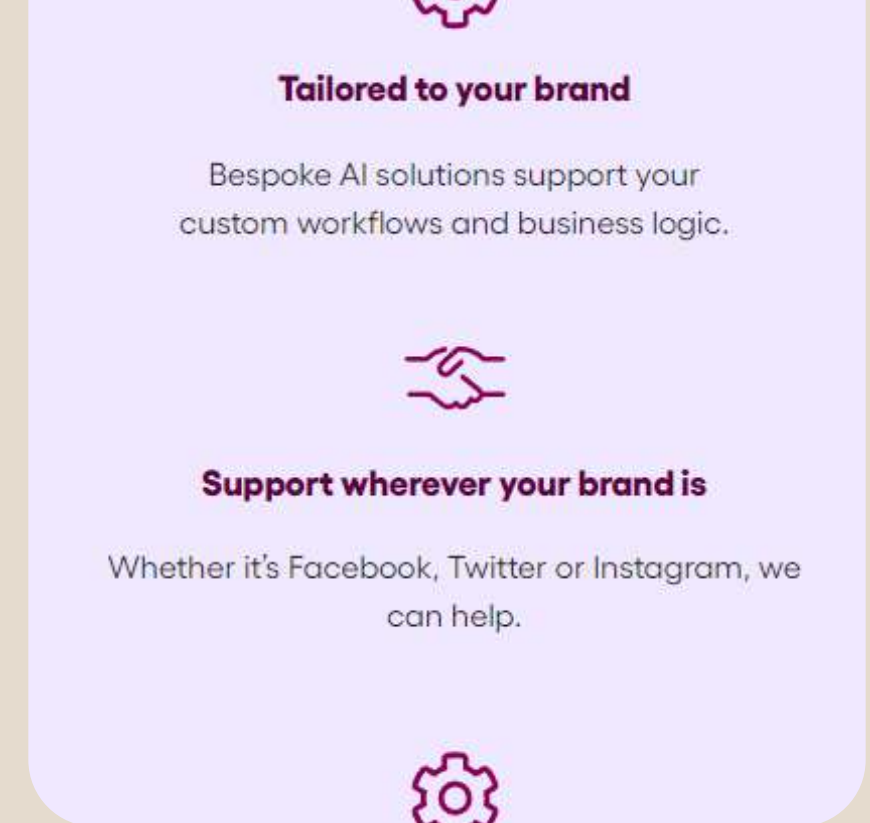
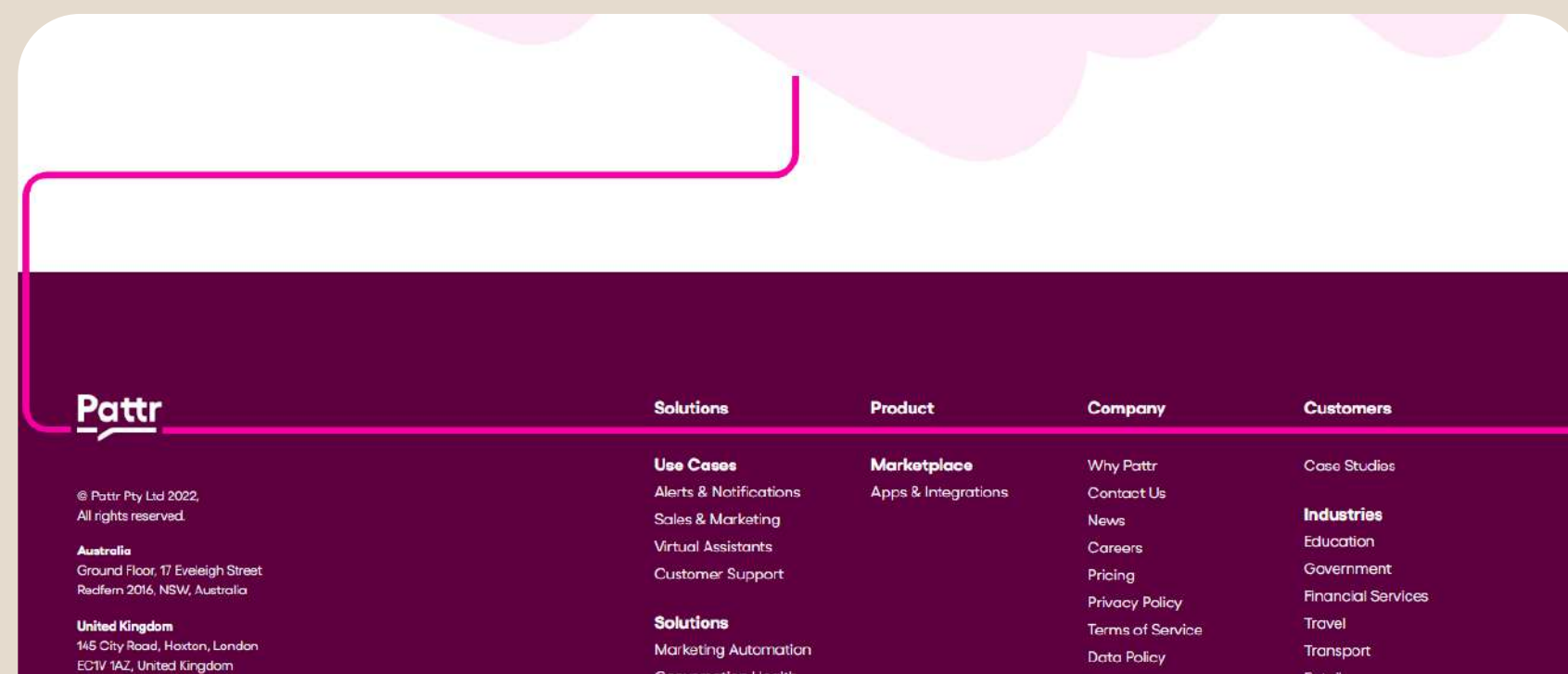
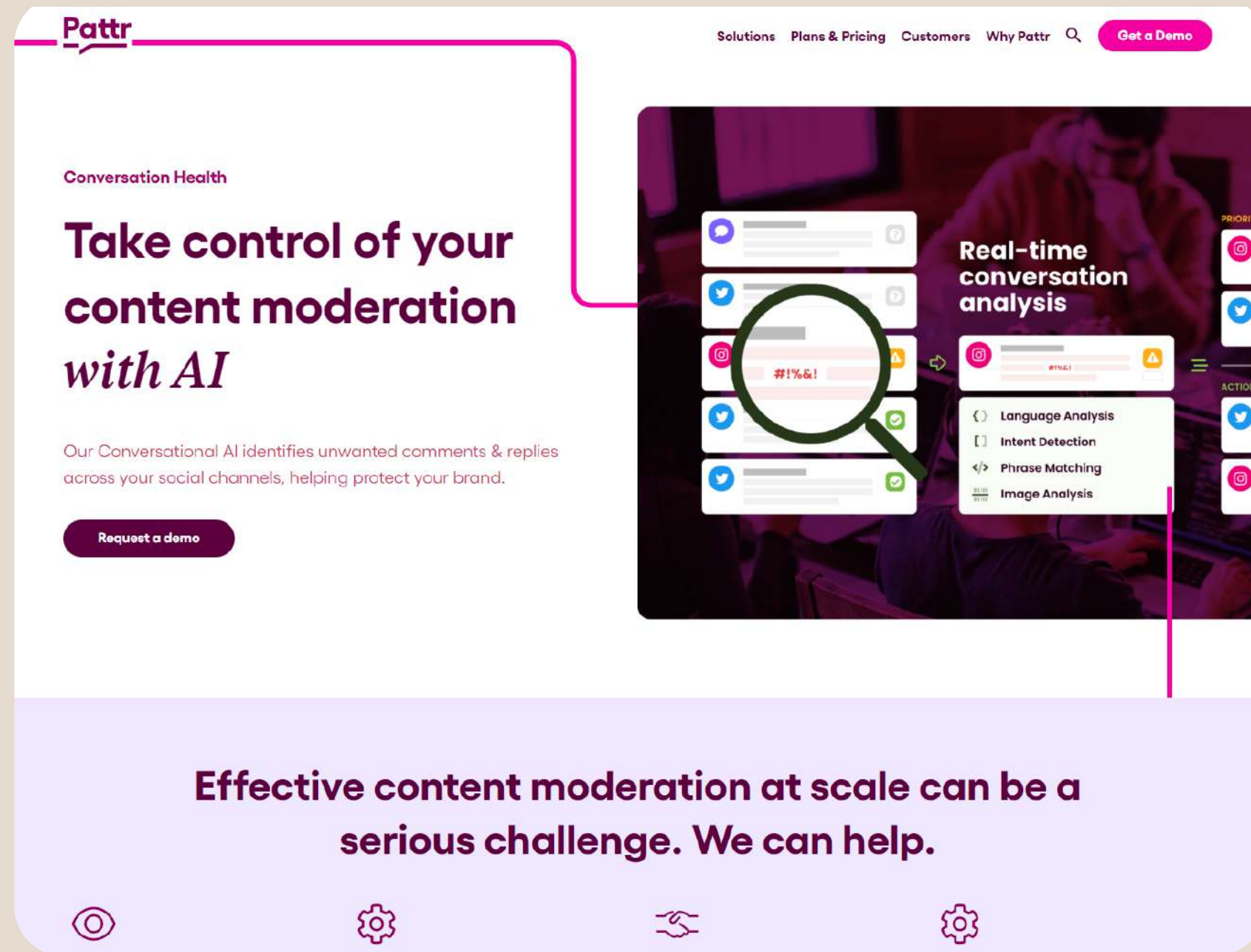
Working closely with their in-house designer and developers, I was able to complete the redesign with deliverables that allowed them to continue maintenance of the website.

Understanding the context of the client is very important in creating a considerate, purposeful design. Knowing that RSPCA Victoria's main goal was to drive in traffic for adoptions and donations, it was important to allow a gateway for these links to be made available on all pages. Furthermore, it was important that the design decisions that I made aligned well with their intention of revamping the feel of the website - making it more marketable to young families and young adults. Although the brand guidelines provided were very restrictive, I was able to design each element in a way that provided a refresh whilst stills speaking to the brand.



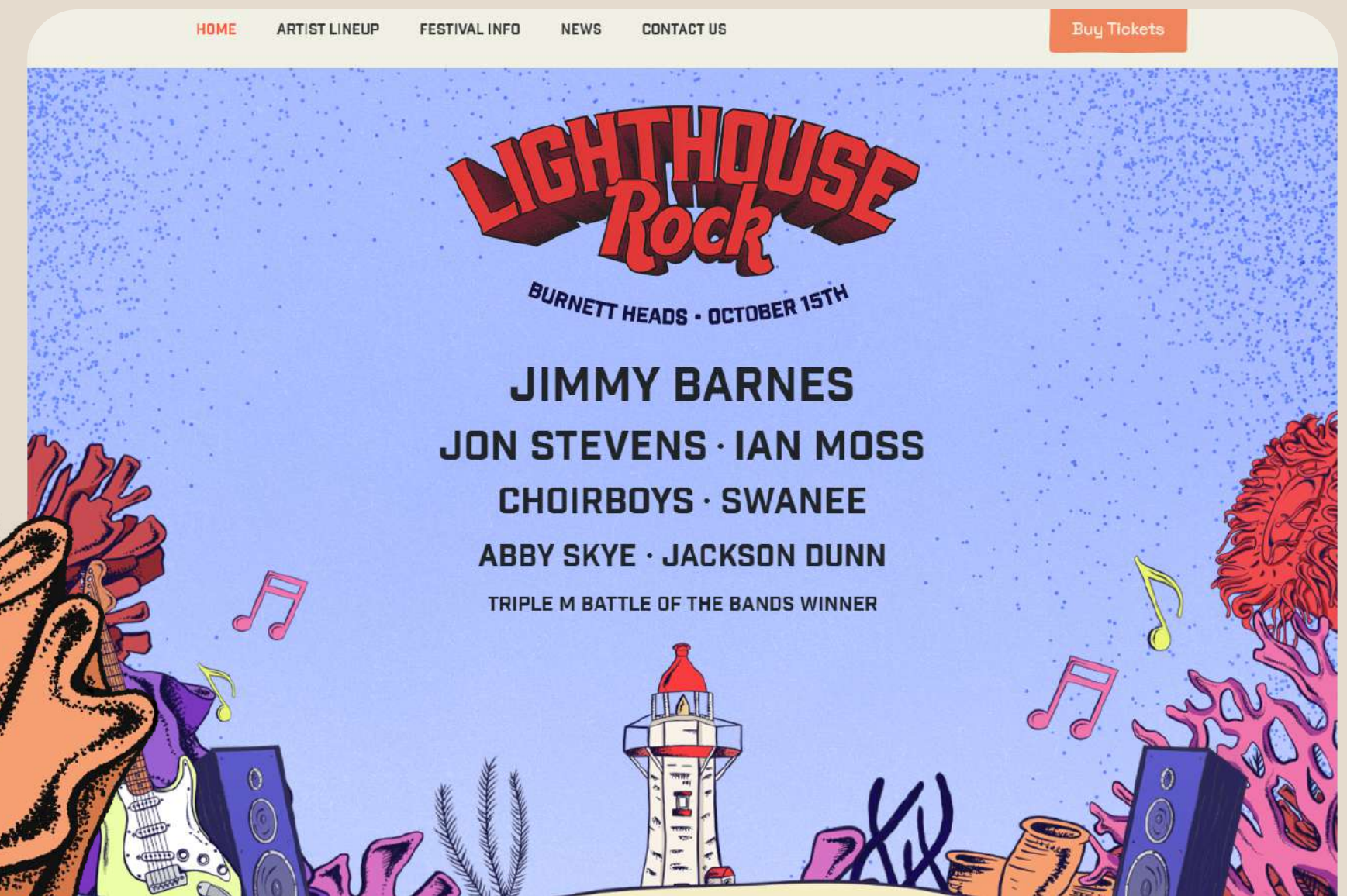
PATTR

Pattr, an AI start-up, reached out to the company for a new and fresh website design that both looked playful yet professional. Provided with a strong, brand vision, I was tasked with designing a website from scratch. I was able to effectively communicate my design ideas and concepts to both the client and the developers by providing conceptual and realistic wireframes and prototypes. The client explained the importance of the line across the site, being representative of the interconnectivity of AI software and Pattr. With the help of developers, we were able to provide a realistic solution to allowing the line to interact across the website in a responsive way. Each component of the site was carefully designed with consistency and purpose, allowing for this website to stand out from others, with strong imagery, framing, and colours.



LIGHTHOUSE ROCK FESTIVAL

I was reached out to as a freelancer to provide some illustrations for an Australian rock festival by an external digital agency. The brief called for a total of 15+ individual illustrations, including layout ideas and a professional hand off. As the festival was situated beside the sea, the client requested a layout illustration that celebrated the lighthouse in a traditional, stipple style. I was able to effectively communicate and manage my time closely with the client, all whilst still working at my professional job. I was able to quote and complete all illustrations within the deadline provided, leaving the client with enough assets to build the website.

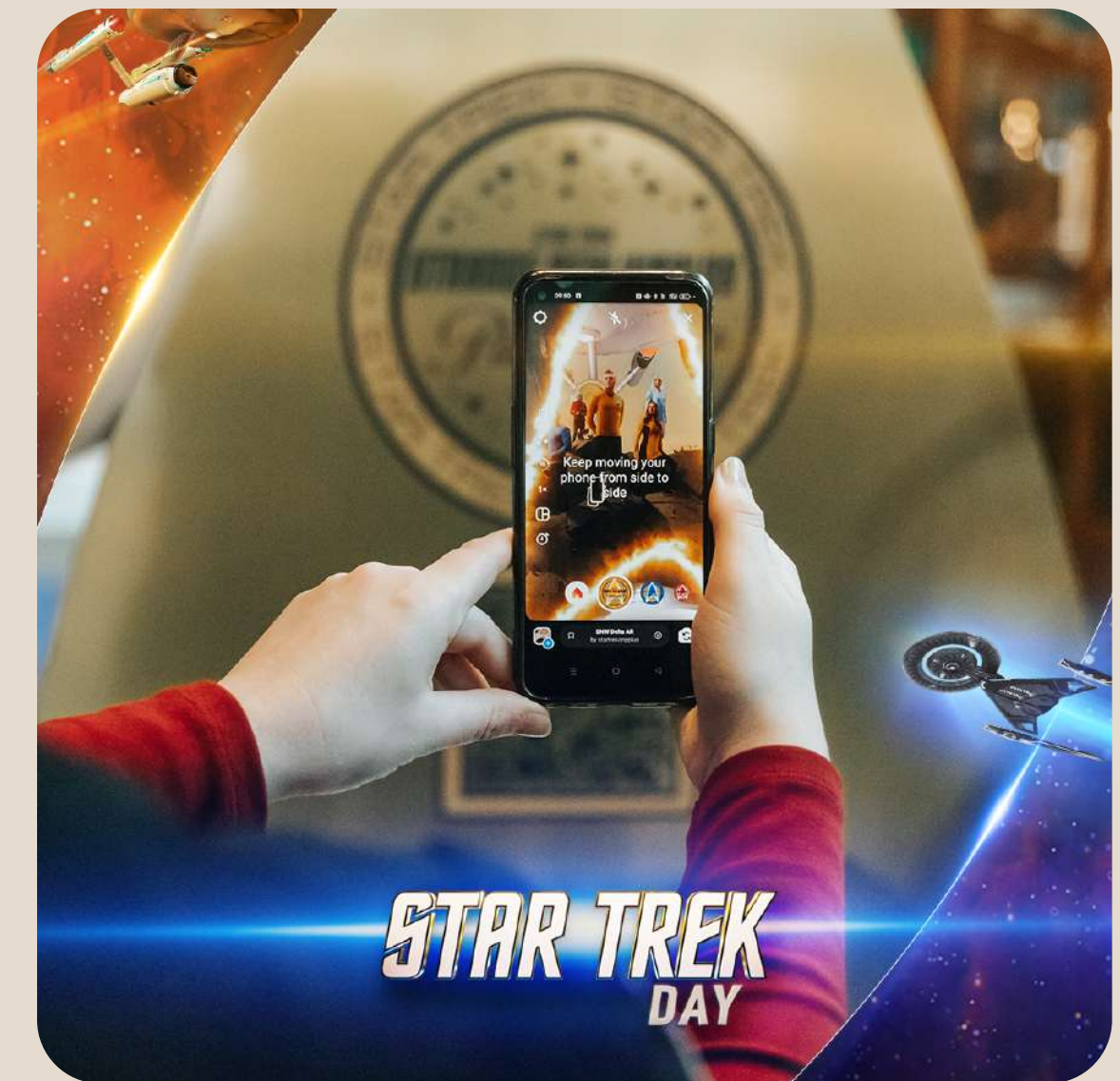
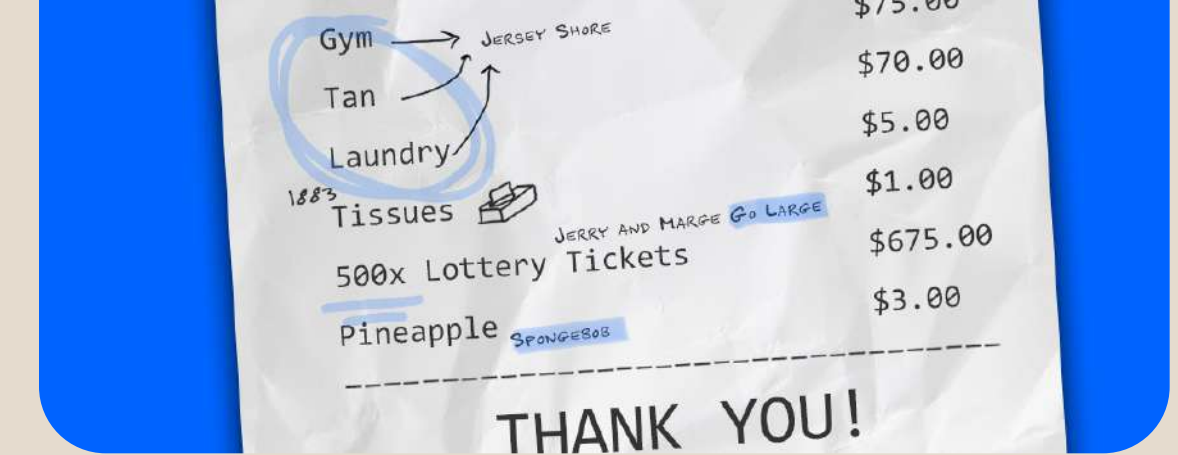
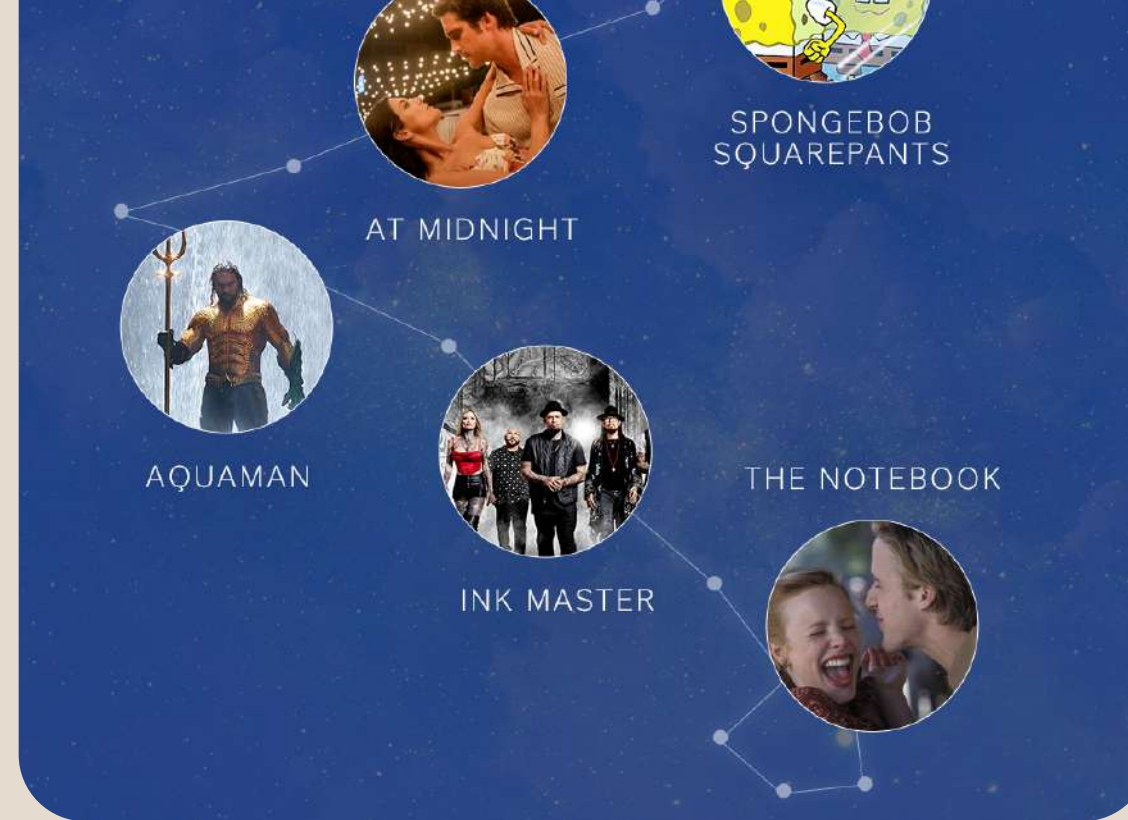


ILLUSTRATION

PARAMOUNT PLUS

One of my biggest clients in my professional role is streaming giant, Paramount Plus. Working closely with account managers, I was able to provide engaging socials that align with the strict brand guidelines provided. As socials allow for more creative freedom, I was able to experiment within the parameters of the Instagram feed, allowing for a fresh take on traditional design. Being one of the lead designers for Paramount Plus, I understand the ins and outs of the brand on social media, working autonomously to align with the fast turnaround times. As the streaming industry is an incredibly competitive space, I challenge the design brief where necessary in order to closely align with world trends, resulting in multiple viral posts and exponential growth within the last year. Alongside the Paramount account directors, I have taken the design lead on multiple live and pre-production activations such as the Star Trek day in Melbourne and the Last King of the Cross premiere.

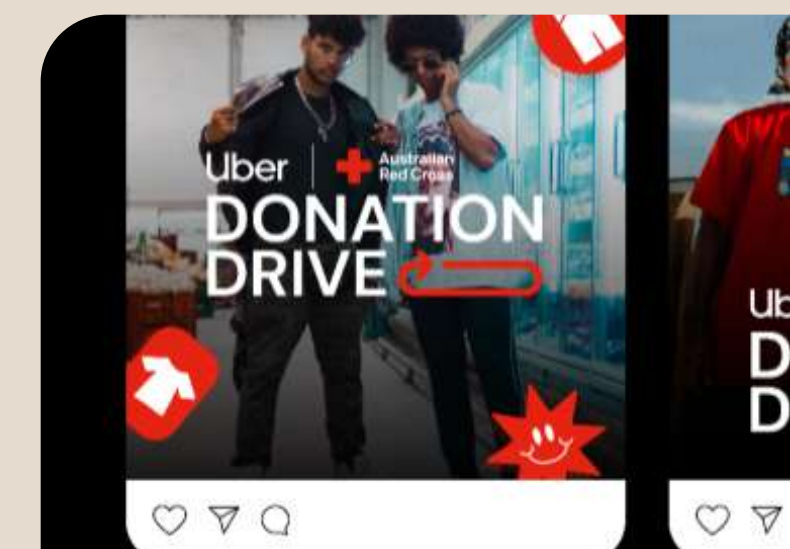
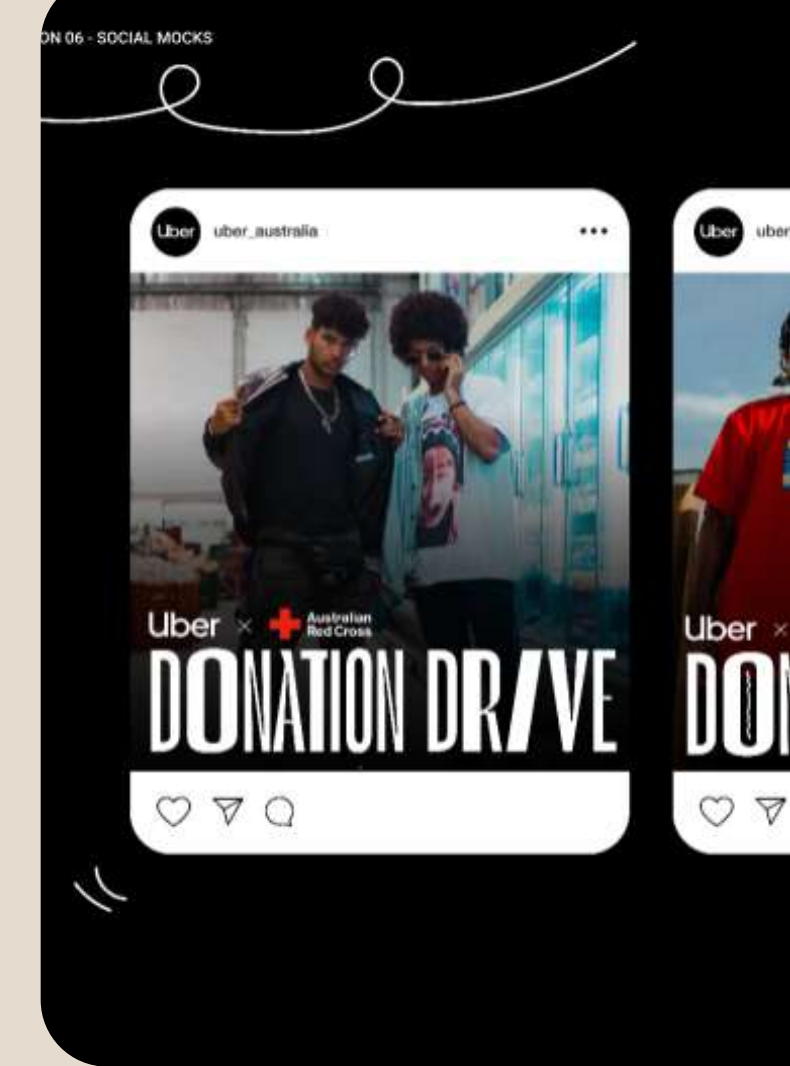
DESIGN & LAYOUT



UBER X RED-CROSS CLOTHING DRIVE

Uber and Red-Cross partnered to support Australian communities by preparing resources for those who have been impacted by disasters such as floods, bushfires. As an open activation to the community, this campaign prompts individuals to donate their pre-loved pieces by accessing Uber's free pick-up and delivery service to and from Red-Cross. During their first activation in 2018, they had generated about 43,000kg of clothes, worth an estimated \$800,000. Uber's goal for their fourth and latest campaign goal was to generate 55,000kg of clothes. As part of the design brief, our goal as designers was to create a logo and supporting elements to appeal to the younger Australian demographic, from ages 20-early 30s. With a tight deadline of only 3 days, the design team produced 6 lockups. With the demographic being younger, there was an opportunity to be a bit more experimental with the logo, avoiding the stereotypical corporate direction. The images shown are early iterations of the lockup before a text change and further iterations.

LOGO MAKING





THANK YOU!

A big thank you for taking the time to read through some of my projects. See you soon!

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