

Dung Tran

Pronounced "Young" – it's Vietnamese

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Work experience:

Rakuten Rewards • San Mateo, CA

Senior Marketing Designer

January 2021 to December 2025 (promoted from Marketing Designer II, 2017 to 2021)

Integrated campaigns:

- Led art direction for an AI-driven referral campaign using "AI to make AI" ChatGPT prompt development for still and video graphics, avoiding traditional photoshoot expenses while improving engagement +12.6% YOY
- Developed 2025 holiday growth campaign end-to-end using Krea AI to create AI-generated photoshoots, training it with approved photography for on-brand and commercial-safe image generation, increasing acquisition +5% YOY
- Created motion-ready templates in Adobe After Effects for Big Deal Reveal campaigns across site, email and paid social (Meta, PMAx) for retailers including Nike, Viator and Columbia, driving a 60% lift in AOV within six months
- Branded Rakuten Rewards' premier tech and marketing conference, Optimism, creating environmental graphics, branded gear and keynote presentations to support a polished experience for 1,000 global affiliate professionals

Design systems:

- Creative lead for a five-designer team, building modular Figma workflows, templates and Auto Layout components that scaled high-volume growth and lifecycle creative while doubling team output
- Established Figma- and Adobe-based design systems, collaborating with UX/UI team to ensure that brand guidelines scaled across digital, print and events, supporting 3,500+ brands including Sephora, Walmart and Nike
- Developed the email program in Figma, supporting lifecycle, transactional, account, referral and promotional emails, owning both the design and HTML/CSS code, accounting for email client rendering constraints, reaching 17 million members and generating 10% of total revenue
- Automated the entire Email Solo program via MovableInk with personalization, data and brand fonts, accounting for 30% of merchant buy-ins while eliminating two hours of daily production work

Enterprise marketing:

- Secured affiliate agreements with Sephora, Macy's and Nike through CEO PowerPoint pitch decks
- Designed 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

Munchery • San Francisco, CA

Email and Print Designer

January 2014 to January 2017 (promoted from Junior Designer, 2012 to 2014)

- Self-taught HTML/CSS to own design and coding for Munchery's lifecycle, transactional and promotional email ecosystem, 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)
- Produced print-ready packaging and collateral for branded bags, food box sleeves, labels and recipe cards using dielines, production specs and proof review, supporting a branded delivery experience across 14 million meals

Tools: Figma • Krea AI • ChatGPT • Adobe Creative Cloud • Adobe Photoshop • Adobe Illustrator • Adobe After Effects

Skills: end-to-end campaign design • art direction • design systems • template creation • email design and code • UX/UI collaboration

Education: Architecture BA, UC Berkeley