

# Rankin Tran

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## EDUCATION

### B.S. in Digital Narrative and Interactive Design

Apr 2024

University of Pittsburgh

Minor in Computer Science

GPA: 3.47

## PROJECTS

### "The Simplicity of Spying w/ Edward Snowden"

Jan 2023

YouTube Video - Edited Clip

- Added dramatic tension to clips of Joe Rogan's podcast with Edward Snowden, using ominous background music with audio and visual glitch effects
- Raised awareness for deceitful User Experience design by Facebook that manipulates users into giving consent without being fully informed about the terms of service

### "Forage Virtual Internships REVIEW"

Jan 2023

YouTube Video - Review

- Recorded and edited a student's review of Forage virtual experience programs advise fellow students on how to get the best experience from the offered online programs
- Increased viewer discovery using targeted search tags; received 56.8% of traffic from YouTube search compared to 29.5% from Browsing features

## CERTIFICATIONS

### lululemon: Omnichannel Marketing

Jan 2023

Forage Virtual Experience Program

- Wrote a creative brief for an integrated marketing plan to indicate potential content channels and required team roles
- Connected the brand identity of a fitness focused, inclusive community with the launch of the studio MIRROR product, using the key message "Challenge yourself."

### Sydney Romantics: Branding and Design

Dec 2022

Forage Virtual Experience Program

- Created Instagram posts to connect company brand with new key influencers, Hollow Coves music band
- Designed a collaborative line of wearable merchandise for Sydney Romantics and Hollow Coves

## RELEVANT COURSES

### Innovation and Entrepreneurship

Dec 2022

- Conducted market research on competitors and revenue streams for a new universal charging device that alleviates the pain point of portable wire management
- Validated product design with user research from 1 online survey and 5 in-person interviews

### Composing Digital Media

Dec 2022

- Created album art for the rhetorical argument that people should follow their dreams to be musicians and not give up on learning to play the guitar

### Programming for Web Applications

Dec 2022

- Developed a birthday countdown web application using Google Cloud Shell and Github for remote collaboration with 4 other students
- Coordinated regular team communication using Discord to discuss team accountability and meet 1-month milestone deadlines

## SKILLS AND SOFTWARE

### Front-End Development

HTML | CSS | JavaScript | Python | Webflow

### Digital Media

Figma | Adobe Premiere | Photoshop | Canva | Audacity