

## **Dai Tran**

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### **Kastner & Partners, Freelance 2009-2010:**

Joined an elite team of senior talent focusing on digital games, advertising, and the launch of a major website for clients such as Red Bull, Qualcomm, and subsidiaries.

### **Tuskluv, Owner/Motion Director 2008-2009:**

A boutique start-up creative and production house working collaboratively with a small in-house team of 4. A-Z from concept to pitching to delivery for clients such as: Fox, Windex, Walden Media, and creating ads and iphone apps for recent movie releases such as He's Just Not That Into You.

### **MRM Worldwide, Senior Interactive Art Director 2008:**

With a focus on flash animation in the motion group developing campaign concepts for various new business endeavours in conjunction with creating high impact animation for Intel, Mastercard, Nikon, Kohls.

### **Brouillard, Creative Director, Interactive 2007-2008:**

Building, leading, and training the interactive team in best practices for optimizing for the web. Aligned the company with affiliates to bring added value and services to new and existing clients. Servicing clients such as: HSBC, ACE Insurance, Bear Stearns, and Deustch Bank. Created and conceptualize web ad campaigns to bring th ampaign performance. Created and pitched presentations for new business initiatives, making it to the final 3 agencies in 4 separate pitches.

### **R/GA Freelance Senior Interactive Designer 2006:**

Conceptualized and created a series of cutting edge ads for Nike and Apple. Designed and executed flash animated ads with tremendous impact on the viewer while maintaining the high standard of quality from two of the biggest consumer brands. A real success in balancing k-size and fluid animation.

### **Special Ops Media Freelance Interactive Art Director 2006:**

Designed sites for entertainment and consumer companies such as: The Coca-Cola Company, Miller, Mtv, and Universal Pictures. Notable sites include websites production for the Illusionist (2006) and Totally Awesome (2006).

### **Visual Goodness Senior Designer 2004-2006:**

Working as part of a streamlined team, I learned valuable production skills in creating photo-realistic assets in flash while maintaining miniscule file size for the web. The process started from the ground up; from pencils to animatics to realization. If we didn't have access to reference we 3d modeled it or illustrated it. Notable clients from my experience here were: AOL, BMW, Citibank, Hershey's, Lexus, Pontiac, Volvo, Viagra, Xbox 360, Sprint, and many more.