

Binh Tran

ART DIRECTOR/PHOTOGRAPHER

New York, NY

animagix@mac.com
917-981-5816 mobile

Senior level creative with over ten years of experience in healthcare, entertainment and retail advertising.

Diverse and skilled in all trades such as design, illustration, photography and motion graphics. The raw experience gained through the many years has helped developed me from that guy taking direction, to the one who's providing it.

email: animagix@mac.com
mobile: 917-981-5816

Experience

Art Director

New York, NY
Jun 2008 - Present

Euro RSCG Life Metamax

Lead creative on GlaxoSmithKline Managed Markets

- Created all branding materials including interactive, print, and logo design

- Presentation of creatives

Launched SAPHRIS® (asenapine) antipsychotic medication

- Created all branding materials including interactive, print, and logo design

- Managed jobs at all stages from concept to release

- Directed photography throughout branding process

- Contributed to other agency brands that treat diabetes and multiple sclerosis

Digital Artist

Euro RSCG Life LM&P

New York, NY
Mar 2007 - Jun 2008

Photoshop composite artist and medical illustrator

- Executed storyboards, illustrations, concepts and photoshop comps from direction of AD.
- High Res Retouching.
- Professional photography of live subjects and products.

Graphic Artist

True North Inc.,

New York, NY
Dec 2005 - Jan 2007

- Designed layouts and finished mechanicals for print ads, animated Flash and Gif web banners.
- Created PDF presentations and 3D comps
- Retouched photos for brochures and direct mail.

Graphic Artist/Illustrator

Ricky's NYC

New York, NY
May 2003 - Nov 2005

Designer of all print and web advertising for national retailer.

- Fulfilled signage, large scale banners and magazine advertising.
- Executed print and animated Flash advertising.

Freelance Designer, Illustrator and Photographer

New York, NY
Mar 2001 - Present

- Designer and Illustrator for all media, print and digital.
- Professional photographer for events, lifestyle and commercial advertising.

Concept Artist

UBO.net

New York, NY

Apr 1999 - Feb 2001

Designer and illustrator of animation, storyboards, conceptual art for an online animation studio.

Education

B.A in Media Arts

Pratt Institute

Brooklyn, NY

Sep 1996 - May 2000

Studied film, traditional animation and illustration. Graduated with a B.A. in Media Arts

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