

# Leyna Dinh Tran

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## EDUCATION

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Loyola Marymount University

Los Angeles, CA

Bachelor of Business Administration Candidate in Marketing and Minor in Animation

May 2026

- *Academic Communities:* First To Go Scholars Program and Student Support Services (First-Generation Student Success Program)

## PROJECT MANAGEMENT LEADERSHIP & ADMINISTRATION

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Administration Operations Assistant Manager

November 2023 - Present

*First To Go Program, Loyola Marymount University*

Los Angeles, CA

- Produce and execute multiple diverse student projects, supporting the program's efforts to manage budgets and resources allocated towards events while handling confidential information.
- Assist student staff and faculty during high-pressure periods, strategize, and initiate methods to foster collaboration and community among dynamic student-staff teams.

Graphic Design Project Lead & Illustrator

January 2023 - Present

*First To Go Program, Loyola Marymount University*

Los Angeles, CA

- Design artwork for digital guides and planners that offer academic advice and insights on effective study habits for 1,000+ commuter and first-generation students while working under time constraints and fast turnarounds.
- Pitch professional projects and services that help students meet their academic goals, pursue their professional endeavors, and engage with the first-generation community.
- Conduct and supervise research and professional outreach to curate educational and promotional content for the production of 3 student handbooks, 1 digital journal, and online promotional materials that reach local and international audiences, including 1,000+ commuter and first-generation students.

## PROFESSIONAL CONTRIBUTIONS & PROJECTS

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*Commuter's Guide Handbook*

February 2024 - Present

*Creator, Designer, Illustrator, Writer, Researcher, Editor, and Production Leader*

Los Angeles, CA

- Design and layout 40+ individual pages, including cover pages and interior designs, by selecting optimal and visually enhancing designs to maximize reader engagement and visual aesthetics.
- Produce product demos to ensure the guide is easily accessible to students digitally and through physical versions by using commuter student feedback.
- Conduct comprehensive research on 15+ commuter services catering to diverse demographics through outreach with students, staff, faculty, and the bigger Loyola Marymount University community.

*What's Next? Career Handbook*

February 2024 - August 2024

*Cover Designer and Illustrator*

Los Angeles, CA

- Illustrated a design cover that represents the diversity within LMU's alumni community to resonate with the first-generation community.

*First-Gen Voices Online Journal Volume "Pura Vida: Reflections from Costa Rica"*

July 2023 - August 2023

*Cover Designer and Illustrator*

Los Angeles, CA

- Illustrated a design cover that resonates with the 2023 Costa Rica Alternative Break Program's participants and the journal's local and global community.
- Coordinated with the First-Gen Voices team to review student submissions to understand the students' unique experiences, interests, and passions exhibited and experienced on the international trip.

## SKILLS AND TECHNOLOGY

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**Technology:** Procreate, Procreate Dreams, Canva, Adobe Creative Suite, Microsoft Office, Instagram

**Skill Highlights:** Illustration, Storyboarding, Graphic Design, Project Management, Supervising, Team Collaboration, Detail-Oriented, Effective Time Management, Fast-Paced Adaptability, Public Speaking