

# ANH TRAN

## Visual Merchandiser

Visual merchandising and branding-focused creative with experience in product styling, retail display, and visual content development. Skilled in translating brand identity into clear and engaging visual presentations through composition, material awareness, and spatial arrangement.

---

### Skills:

- Visual Merchandising Concepts
  - Styling & Product Presentation
  - Adobe Photoshop & Illustrator
  - Photography & Content Creation
  - Digital Illustration (Procreate)
  - Creative Direction
  - Trend Awareness
  - Communication & Collaboration
- 

### Education:

**Academy of Art University**  
Bachelor of Fine Arts (BFA), Fashion Merchandising and Marketing  
Expected 2026 | GPA: 3.38

**Fashion Institute of Design & Merchandising (FIDM), Los Angeles**  
Associate of Arts (AA), Fashion Design  
2019 | GPA: 3.78

---

### Project:

#### Facade & Window Display Concept – “The Lovers”

- Designed storefront, window display, and in-store layout
  - Developed customer flow, focal points, and product placement
  - Created visualizations to communicate display and spatial strategy
- 

### Experiences:

#### Là Lụa Là | 2024–Present

*Creative Director (Visual Branding)*

- Lead product presentation, styling, and visual merchandising direction
- Plan and execute visual content for branding and marketing
- Direct photoshoots with focus on composition, material, and brand consistency

#### Orange Box Coffee | 2020–Present

*Food Stylist / Photographer / Graphic Designer*

- Style products and arrange displays for marketing visuals and café retail space
- Create visual compositions that enhance product appeal and brand presentation
- Produce photography and digital content for promotional use

#### AOAO Streetwear Brand | 2020–2022

*Graphic Designer (Visual Branding & Product Presentation)*

- Designed apparel graphics and supported visual merchandising for photoshoots and pop-up displays
- Assisted in product styling and layout to maintain consistent brand image.