ANDREW VUONG

andrewvuong.com
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Product designer with over 8 years of experience in interactive and visual design with a strong dedication to creating solutions that devote to the intersecting balance between business and user experience.

TOOLS

Figma
Sketch
Webflow
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
WordPress
Maxon Cinema 4D

SKILLS

Visual Design
Design System
Graphic Design
Accessibility
Systems Thinking
Product Strategy
Market Research
Typography
Color Theory
Communication

EDUCATION

BFA, Graphic Design
California State Polytechnic University-Pomona

EXPERIENCE

Product Designer | andrewvuong.com | 2018 – Present

Product and interaction design for clients in tech, ecommerce, fashion, education, and hospitality.
- Conduct research to drive ideation, design, and execution to solve complex user problems.
- Collaborate cross functionally with product, brand, and marketing teams to translate brand goals and generate results with the end product.
- Work in design systems and develop components for CMS platforms.
- Design wireframes, prototypes, and documentation to collaborate efficiently with stakeholders and development teams.

Interactive Designer | Vans, VF Corp | Feb 2021 – Aug 2023

Lead product and UX/UI design for the Vans Customs, vans.com navigation, PLP, and PDP experiences.
- Collaborate with UX teams to conduct research and testing to drive impact in user experience and sales conversions.
- Collaborate with engineers and developers to work end-to-end from ideation, design, testing, and execution.
- Design user personas, flows, journeys, site maps, wireframes, and high fidelity prototypes and mockups following an iterative design process.
- Contribute to the Vans design system to ensure all components and patterns align with branding, meets accessibility standards, and development.
- Present to stakeholders to receive buy-in throughout the process.

Senior Designer | Annenberg Foundation | Sept 2016 – Jul 2020
Designer | Annenberg Foundation | Oct 2014 – Sept 2016

Managed and designed marketing creatives for the Foundation and its initiatives. Conceptualized and executed Annenberg Space for Photography's exhibit branding and marketing collateral, including: exhibit brand identity, street banners, building vinyl wraps, invitations, web design, UI design, exhibit posters, brochures, and OOH marketing.
- Rebranded and designed the Annenberg Foundation's identity in 2016 and the Annenberg Alchemy suite in 2018.
- Redesigned the Foundation website in 2020. Designed the brand identity for AnnenbergTech, a new Foundation initiative in 2016.
- Conceptualized and executed branding and marketing creatives for nine Annenberg Space for Photography exhibitions.