

An Bui

Contact

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PORTFOLIO

www.anbui.co

Brand designer with startup and agency experience specializing in *brand evolution*.

I build design systems that scale across digital, print, and experiential touchpoints. With degrees in design and marketing, I weave business strategy with design thinking to solve complex problems with creative solutions that meet brand objectives.

Skills

DESIGN

Illustrator

Photoshop

InDesign

Sketch

Figma

After Effects

Branding

Visual storytelling

Typography

UI/UX

Illustration

WEB

CSS/HTML

Squarespace

Webflow

MARKETING

Competitive analysis

SEO best practices

Google Analytics certified

Work Experience

VISUAL DESIGNER I @ FOURSQUARE

JUNE 2022 - PRESENT

Expand + evolve the new Foursquare brand across digital, print, and experiential mediums in a fast-paced environment while ensuring brand objectives are met. Reinforce brand consistency by documenting + maintaining brand guidelines and collaborating cross-functionally.

- Flesh out visual identity system by curating + retouching brand photography, creating brand imagery, developing a system for subbranding, and designing website pages, iconography, illustrations, infographics, and employee swag
- Proactively identify user pain points, collaborate on effective solutions, and lead end-to-end design from concept to production both internally to improve workflow efficiency and externally to improve the customer digital experience
- Document brand guidelines and advocate for brand consistency company-wide by maintaining and centralizing brand assets for easy accessibility
- Collaborate with Marketing, Growth, and Product teams to create user-friendly templates for social media, blogs, presentations, ebooks, one sheets, reports, and sales materials at scale
- Work in tandem with Marketing to design engaging B2B campaigns across digital ads, paid + organic social media, ebooks, and guides

JUNIOR DESIGNER @ WILDERN

SEPT 2021 - MAY 2022

Created new identity systems and expanded upon existing ones for 10+ clients ranging across real estate, pharmaceutical, financial, and hospitality.

- Researched, ideated, and refined concepts to create impactful illustrations, animations, videos, digital and print collateral, digital ad campaigns, and wireframes consistent with brand voice
- Juggled multiple projects under tight deadlines while incorporating director and client feedback
- Presented project updates and led walkthrough tutorials to client stakeholders
- Collaborated with client copy and marketing teams to ensure cohesion and that brand objectives were met

Education

SEATTLE CENTRAL CREATIVE ACADEMY

Associate's in Graphic Design

Graduated 2021

SEATTLE UNIVERSITY

Bachelor's in Marketing

Graduated 2018