

Brandon Huynh

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Art Director

Inizio Evoke
San Francisco, CA
JUL 2022–PRESENT

Led efforts in defining the creative direction of Brand Identity Systems & Creative for healthcare companies that include Bristol Myers Squibb, Edwards Lifesciences, and Kenvue.

Led creative direction for logo and website design which extended to a multi-channel print, video, and social campaign to celebrate Edwards' 1 million lives saved.

Designed an interactive 80-page product knowledge document for Neutrogena to support sales persons.

Defined the visual design system, website, and built Figma prototypes for Kenvue's online knowledge base portal.

Art Director, Internship

Evoke Giant
San Francisco, CA
JUN 2021–AUG 2021

Designed brand collateral for Integrated Marketing Campaigns and UX/UI design for interactive efforts. Received full-time offer following the completion of internship term.

Drove the design and direction for the brand identity, guidelines, site architecture, and UI-comps for Pandemic Action Network's site redesign.

Led creative direction, conducted interviews, and led production for video series, "Get to know the interns," which was shared across Giant's social media.

Contributed logo explorations that directly informed the final brand identities for a wide range of pharmaceutical drugs.

In-house Visual Designer

On One Studios
San José, CA
JUL 2016–OCT 2019

Co-led complete Brand Identity & Creative for studio – Logo, Brand Guidelines, Video Content, Social Media, and Collateral.

Established a lifestyle-centric brand identity for both physical and digital applications—studio space design, apparel and merchandise.

Developed a design framework to maintain on-brand layouts and video templates for visual consistency across social media posts.

Hand painted murals that provided photo ops for students and instructors—increased brand awareness through uploaded content across social media.

Education

San José State University
BFA Graphic Design
Spring 2022

De Anza College
AA Graphic Design
Spring 2017

Achievements & Involvement

Awardee, Oesol International Typography Awards 2023
Featured designer, ACM SIGGRAPH 2022
Visual Designer, SJSU BFA Senior Show 2022
President, SJSU Neo Design Club, 2020–2022