

An Bui

Contact

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PORTFOLIO

www.anbui.co

Brand designer with a background in marketing and startup + agency experience specializing in *brand evolution and web*.

I build design systems that scale with business needs and don't just look pretty, but perform. My work distills complex information into snackable experiences that balance craft, clarity, and performance.

Skills

DESIGN

Illustrator
Photoshop
InDesign
After Effects
Sketch
Figma
Canva

Branding
Typography
UX / UI
Illustration
Animation

WEB

CSS / HTML
Squarespace
Webflow
WordPress

MARKETING

Competitive analysis
SEO best practices
Google Analytics certified

Work experience

SENIOR BRAND DESIGNER @ FOURSQUARE BRAND DESIGNER

SEPT 2024 - PRESENT
JUNE 2022 - AUGUST 2024

Evaluate design and content strategy to revamp marketing website in line with business objectives. Design system to bring products to market; expand + evolve the refreshed Foursquare brand across digital, print, and experiential mediums.

- **Brand strategy + identity system:** Lead standardization of brand guidelines and advocate for brand consistency company-wide by maintaining + centralizing brand assets. Expand visual language by creating scalable formulas for cohesive brand assets en masse and evolve brand according to shifts in business strategy to propel brand forward. Design iconography, illustrations, infographics, sales + marketing materials, blogs, email campaigns, decks, employee swag, and more
- **Website design:** Spearhead redesign of marketing website, leveraging competitive research and reevaluating content strategy to shift brand perception in alignment with business strategy. Update to improve user experience and increase lead generation. Collaborate with developers to ensure execution in line with design specifications and brand guidelines. Design, build, and maintain web pages, often using CSS and HTML
- **Marketing campaigns:** Audit copy and execute design for multichannel B2B campaigns, collaborate with external ad agencies to test and optimize creative
- **Product launch:** Own end-to-end design to launch Foursquare Insights, collaborating with Marketing, Product, and Sales teams to create a scalable system for web design, product imagery, animation, social media, sales materials, and paid ads
- **Efficiency + impact:** Proactively identify user pain points, collaborate on effective solutions, and lead design from concept to production internally to improve workflow efficiency and externally to improve the user experience
- **Cross-functional collaboration:** Work with Marketing, Growth, and Product teams to create user-friendly templates + collateral for social media, blogs, decks, ebooks, one sheets, reports, sales materials, digital ads, and guides

Education

SEATTLE CENTRAL CREATIVE ACADEMY

Associate's in Graphic Design

SEATTLE UNIVERSITY

Bachelor's in Marketing

JUNIOR DESIGNER @ WILDERN AGENCY

SEPT 2021 - MAY 2022

Worked with 10+ clients across real estate, pharmaceutical, financial, and hospitality; created new identity systems + expanded upon existing ones including web design, social campaigns, digital ads, illustrations, and animation.

- **Brand assets:** Researched, ideated, and refined concepts to create impactful illustrations, animations, videos, digital + print collateral, digital ad campaigns, and wireframes consistent with brand voice
- **Project + client management:** Juggled multiple projects under tight deadlines while incorporating feedback from owners, directors and clients; presented project updates and led walkthrough tutorials to client stakeholders