

An Bui

Contact

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PHONE

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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
AI-assisted workflows

WEB

CSS / HTML
Squarespace
Webflow
WordPress

MARKETING

Competitive analysis
SEO best practices
Google Analytics certified

SENIOR BRAND DESIGNER @ FOURSQUARE BRAND DESIGNER

SEPT 2024 - PRESENT
JUNE 2022 - AUGUST 2024

Web design - Led redesign of Foursquare's marketing website, increasing MQLs 27%, reducing page drop-offs 33%, and increasing scroll depth 18% QoQ. Own ongoing design and maintenance of the core marketing website and sub-brand microsites.

- Define priorities within an ambiguous brief, aligning Web Ops, Product Marketers, and C-suite to focus on brand clarity, deliver valuable content aligned to user journeys, and ensure responsive, WCAG-compliant design
- Develop holistic design strategy focused on both visual craft and UX, conducting competitive research, auditing content strategy, and leveraging web analytics to balance brand storytelling with performance
- Build scalable design system with components, variants, tokens, and type styles
- Create engaging product storytelling by incorporating microanimation, animation, and interactive product demos
- Partnered with external developer agency on implementation and QA, ensuring scalability for self-serve and coding changes as necessary

Brand design - Evolve and operationalize Foursquare's visual identity through scalable systems, documentation, and tooling that improve consistency and speed across teams.

- Create documentation of brand guidelines and build internal toolkits for brand enablement, increasing workflow efficiency by designing templates and self-serve modules that quickly scale
- Expand the visual language through scalable systems and frameworks, adapting the brand to evolving business priorities while maintaining consistency across touchpoints
- Translate complex technical concepts into iconography, illustrations, infographics, and animations for use in sales + marketing materials, blogs, email campaigns, landing pages, and presentation decks

Marketing - Collaborate with product marketers to align on content strategy and support campaign rollouts, from promoting existing products to creating toolkits and assets for new product launches

- Design ebooks and guides, generating evergreen assets to support campaign rollout to landing pages, paid and organic social, email, and web promotions
- Own end-to-end design to launch 4+ products, working with Marketing, Product, and Sales teams to create a scalable system for web design, product imagery, animation, social media, sales materials, and paid ads
- Collaborate with Product and Marketing to storyboard, screen record, edit, and animate product launch demo videos and promotions

Education

SEATTLE CENTRAL CREATIVE ACADEMY

Associate's in Graphic Design

SEATTLE UNIVERSITY

Bachelor's in Marketing

Volunteer work

DESIGN MENTOR, ADPLIST

Mentor early-career designers + peers to review portfolios and provide actionable feedback; advise on career changes; and discuss shifts in the industry.

Marketing foundations

With a background in marketing, I view design holistically and understand the importance of cross-functional empathy to align on design solutions that achieve business objectives.

I meet teams and audiences where they're at, strategically bringing Marketing, Sales, and Engineering teams along the journey during the design process to build alignment, trust, and effective solutions.

Side quests

DESIGNING A FAMILY COOKBOOK

LEARNING TYPE DESIGN

Work experience, continued

DESIGNER @ WILDERN INTERACTIVE 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

MARKETING MANAGER @ FRAMBOISE ENTERPRISES

MAY 2018 – SEP 2020

Directed social media marketing for a Seattle-based French restaurant group, which included a restaurant, a creperie, and a cafe.

- Produced digital content including product/event photography and video for social media platforms; managed scheduling and fielded inquiries/customer engagement
- Designed posters, brochures, signage, and paid print + digital ads; managed external vendor relationships and ensuring assets produced to spec
- Maintained design for 3 websites; created reusable, evergreen modules and wrote copy for seasonal product launches
- Coordinated with third-party vendors and oversaw event logistics, partnering with food influencers and media for new menu launches

MARKETING COORDINATOR @ HING HAY COWORKS

MAY 2017 – SEP 2018

Managed marketing and events for Hing Hay Coworks, a non-profit shared workspace and community development hub that cultivates and supports local small businesses by providing technical assistance, space, and resources for economic growth.

- Assisted in development and implementation of quarterly marketing plans, promotions, and branding
- Scheduled + maintained social media posts for Meta, X, LinkedIn, and Google+
- Identified and secured partnerships with vendors, sponsors, and local organizations for annual craft fairs featuring 30+ vendors
- Wrote copy and designed assets for promotional material such as posters, website updates, flyers, blogs, and press releases