

YIHSUAN LU



Senior designer building brand, web, and visual systems for B2B technology and healthcare clients. 13+ years creating scalable frameworks that balance business needs with design quality.

Brightbase | NY, USA | Remote

Feb 2025 – Mar 2026

Senior Designer

Executed brand, web, and UI design for B2B SaaS and technology clients using Figma and Adobe Creative Suite, building component libraries and visual systems across multiple concurrent accounts.

- Collaborated with creative leadership to develop brand identities, web graphics, and multi-channel marketing materials across cybersecurity, AI, and SaaS clients
- Built AI-assisted production workflows using Midjourney and generative tools, reducing concept-to-delivery time on repeat asset types
- Produced speculative redesign that converted a prospective client into an ongoing retainer engagement

Storykind | Maine, USA | Remote

Sep 2018 – Sep 2025

Senior Graphic Designer & Illustrator

Designed brand identity systems, editorial design, and digital assets for healthcare and nonprofit clients using InDesign, Illustrator, and Figma, managing full project lifecycle from brief through production.

- Built editorial design system for a peer-reviewed scientific publication, balancing technical credibility with reader accessibility across print and digital formats
- Produced brand collateral, web graphics, and print materials for multi-channel campaigns, managing up to 7 concurrent projects across healthcare and nonprofit clients including Jackson Laboratory
- Developed scalable illustration systems combining hand-drawn and digital techniques, used across branded content and editorial work

Storykind | Maine, USA | Remote

Aug 2013 – Sep 2018

Graphic Designer & Illustrator

Produced brand, digital, and print design for healthcare and nonprofit clients across multi-format campaigns under tight timelines.

EDUCATION

Academy of Art University California, USA

BFA in Graphic Design, Aug 2012

Academy of Art University California, USA

BFA in Traditional Illustration, Aug 2009

SKILLS

Design Systems

Brand Identity

Multi-Channel Campaign Creative

Digital & Print Production

UI & Web Design

TOOLS

Figma

Adobe Creative Suite

Webflow

Midjourney

WEBSITE

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EMAIL

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LINKEDIN

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