

YIHSUAN LU



Senior brand and visual designer with 13 years of experience building brand identities, design systems, and campaign creative for B2B technology clients. Delivers brand guidelines, marketing websites, and multi-channel work from brief to final execution, with a focus on visual clarity and conversion. Thrives independently in fast-paced, multi-project environments.

Brightbase | NY, USA | Remote

Feb 2025 – Mar 2026

Senior Designer

Designed and delivered brand, web, and creative work across B2B SaaS and technology clients as the primary designer, building scalable asset libraries, templates, and brand guidelines across multiple concurrent accounts.

- Delivered visual storytelling refresh for Coalesce ahead of their \$50M Series B across web, social, and booth graphics
- Evolved Airlock Digital's brand from 1.0 to 2.0 across web, social, events, and sales collateral
- Scaled Camp Coalesce campaign to 300+ assets across landing pages, social, and event collateral, with AI-assisted workflows saving 50+ production hours
- Converted a prospective B2B digital transformation client into an ongoing retainer engagement through speculative redesign

Storykind | Maine, USA | Remote

Sep 2018 – Sep 2025

Senior Graphic Designer & Illustrator

Promoted from Graphic Designer after 5 years. Designed brand, editorial, and digital assets for healthcare and nonprofit clients across up to 8 concurrent projects.

- Redesigned Jackson Laboratory's SEARCH Magazine to make groundbreaking genomics research compelling and accessible to general audiences
- Produced print, advertising, and social assets for integrated campaigns across diverse clients including Real Maine
- Created custom illustrations, infographics, and icon sets including an 80-page policy report for The Population Council and an expanded icon library for Immunovant

Storykind | Maine, USA | Remote

Aug 2013 – Sep 2018

Graphic Designer & Illustrator

Executed brand, digital, and print design across multi-format projects, collaborating across teams to meet tight deadlines.

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

Brand Identity

Design Systems

Typography

Visual Storytelling

Social Content Design

Infographics & Presentations

Multi-Channel Campaign Creative

Digital & Print Production

Web Design

TOOLS

Figma

Adobe Creative Suite

Webflow

Midjourney

WEBSITE

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LINKEDIN

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