

Andy An

BRAND DESIGNER

andyancreative@gmail.com

andyancreative.com

PH: 2097517223

[Linkedin](#)

Hard skills

Brand identity systems
Art direction
Concepting / Ideation
Graphic design
Logo design
Print/Production
Lettering/ Illustration
Typography
Layouts & grids

Soft skills

Scrappy creative
Team player
Dependable & Trustworthy
Open communicator
Positive
Creative learner

Software

Adobe suite
Illustrator
Photoshop
G Suite
Keynote
Figma
Sketch
Procreate
Pen/paper
Gemini
Midjourney
Runway ML

Education

B.S., Visual Communications,
San Francisco State University 2016

About

Sacramento-based designer with 10+ years of experience turning strategy into play across CPG, tech, and culture sectors. A positive, growth-oriented collaborator specializing in the conception and execution of bold creative solutions, with a steadfast commitment to brand consistency and high-level craft for brands like Chromebook, Chrome, Google, and PayPal.

Work experience

Freelance Graphic Designer/Art Director - (Remote)

July 2025-Present

- Concepted and executed compelling creative across various platforms with brand consistency in mind and positive team attitude to drive positive growth and meet the needs of a growing business
- Managed and led with creative ideas and design support for a new refreshed website with new product architecture, strong visual executions, and impactful storytelling to create a better shopping experience
- Art directed new evergreen photography for new product packaging that combines brand storytelling and product to better set up the brand for the future
- Created flexible brand system across various touch points to meet the needs of a growing business

Senior Art Director - Monks, SF, CA (Remote)

Sep 2022-July 2025

- Executed compelling creative on a wide variety of projects and mediums to creatively and strategically support Chromebook's product marketing team like brand guidelines, systems, toolkits, press announcements, decks, signage, print, social and more. Systems-thinking approach contributed to team's success and increased project volume for Chromebook.
- Managed and co-led over 300 static and animated assets for Chromebook partners and stakeholders. Collaborated effectively with Google UX creatives, project managers, and other teams to deliver high-quality work under tight deadlines with positivity and empathy.
- Improved workflow efficiency and collaboration between global teams and clients. Worked closely with Chromebook's UX team, account and project managers, and stakeholders to overcome challenges and deliver timely results.
- Explored integrating AI tools like Gemini, ChatGPT, and Midjourney to enhance design processes and creative output for tasks like concepting, designing, and localizing. Continuously developing skills in graphic design, Figma, art direction, and strategic thinking.

Art Director - Monks, SF, CA (Remote)

Jan 2021-Sep 2022

- Managed and delivered over 15 projects simultaneously for 5 different clients, including brand systems, guidelines, event design, and various ad-hoc design needs while effectively communicating constraints to leadership and moving projects along early.
- Led creative for a one-day Google event at NYC Pier 57, featuring over 90 digital screens and a unique digital ramp experience from the concept phase to execution. Collaborated with illustrators, animators, and production teams to bring this immersive event to life.
- Developed brand systems for Google Partners and Google Rewards, a Google Ads program recognizing and rewarding digital agencies. Created strategy, concepts, color palette, art direction, graphic design, and more.

Designer / Art Director - Mama Teav's Oakland, CA (Remote)

Aug 2020-Present

- Concepted and executed for a pantry brand including brand development, packaging, concept work, seasonal campaigns, trade show concepts, and marketing collateral

Graphic Designer - Majorminor, San Francisco, CA

Oct 2018-Mar 2020

- Provided creation, development, execution, and assistance on a variety of projects and clients including but not limited to: brand identity, logo and web design, signage, wayfinding, presentation decks, digital assets and print collateral. Clients include ICA Fund Good Jobs, The Workers Lab, and LOMA Marketing Agency