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AN X BUI

EDUCATION

Drexel University, Philadelphia, PA
Bachelor of Science in
Graphic Design, June 2021
Cumulative GPA: 3.94

Dean's List Recipient
Fall Quarter 2017 - Winter Quarter 2020

Westphal Portfolio Scholarship

ACHIEVEMENTS

**Adobe Creative Jam x IBMX
Competition Finalist**
September 30th, 2019
Achieve 5th place over 50 other
teams by developing a solution
to combating climate change
through a mobile app.

PROFESSIONAL SKILLS

Technical:
Adobe Creative Suites
HTML/CSS

Design
Brand Identity
Publication Design
Web Graphics
Illustration
Photography

EXPERIENCE

Club Member – AIGA

Philadelphia, November 2018 - Present

- Participate in club meetings & national competition as a team
- Collaborate with other club members to develop ideas for different events and projects aimed at Graphic Design Majors
- Competed in an AIGA student exhibition along with other club's members

Freelance Designer

Vietnam/Australia/US/Singapore, May 2017 - Present

Work as a freelance designer for various clients and collaborators

- Communicate closely with the clients/collaborators on different design solutions
Design identity design, branding material, apparel, printed materials, social media photos, web graphics, animated promotional infographics...
- Consult and advise clients on branding strategies tailored to their business and conduct market research to pin-point the optimal approach
- Clients/Collaborators include: NSL (National Secular Lobby, Australia), Pixie Pitch (Singapore), Skywalkers (Vietnam), SMG (Ho Chi Minh City), Challenger Learning Center of Philadelphia...

Brand Director – SAC Photography Community

Vietnam, March 2018 - July 2018

- Researched and developed brand strategy based on market research for the project's expansion to Ho Chi Minh City
- Redesigned branding identities: logo, banner, visual systems which serves as the foundation for other brand materials
- Led, managed and provided feedbacks to a student Design & Media teams of 10 members
- Communicated intensively with the event-organizing to create design materials for a photography competition with over 60 participants in two different cities
- Designed different materials to be used for digital marketing campaign, including a member recruitment campaign with a reach an audience of 2,000 on social media

Lead Designer – FOSTER Vietnam

Ho Chi Minh City, Vietnam, June 2016 - 2019

- Designed core branding elements such as logos, banners for social media & websites for 8 different events, including an annual high school congressional debate tournament with more than 90 participants
- Managed and trained a team of 6 junior designers to produce over 60 different social media designs for FOSTER's social awareness campaign, including many graphic illustrations for web articles
- Art-directed and assisted in the creation of different media for marketing effort: including a short video and 4 different animated promotional videos
- Advised the PR and Marketing team of the project, resulting the increase of 2,000 new followers on social media over 2 years of campaigning.
- Managed, updated and built the project's website using web-management service