



Portfolio: me.axbdesign.com

AN X BUI

Graphic Designer
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EDUCATION

Drexel University, Philadelphia, PA
Bachelor of Science in
Graphic Design, Minor in
Interactive Digital Media June 2021

Cumulative GPA: 3.94

**Graduate with Honors
with Distinction**

Dean's List Recipient

Fall Quarter 2017 - Winter Quarter 2020

Westphal Portfolio Scholarship

ACHIEVEMENTS

GDUSA Student to Watch

2021

Selected for GDUSA's annual
students to watch in 2021

**GDUSA Web Design
Awards Winner**

June 2020

Won web design an award for
redesigning and developing
the National Dance Education
Organization website.

PROFESSIONAL SKILLS

Technical:

Adobe Creative Suite
After Effects
Sketch/Figma/XD
HTML/SCSS/JS

Design

Graphic Design
Brand Identity
Publication Design
UI/UX Design
Prototyping
Web Design
Illustration
Photography

EXPERIENCE

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 problems like 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: Philadelphia Tour Guide Association, GeneOne Life Science Kholab Agency, NSL (National Secular Lobby, Australia), Pixie Pitch, (Singapore), Skywalkers (Vietnam), SMG (HCM), Challenger Learning Center...

Graphic Designer – Night Kitchen Interactive

Philadelphia, April 2020 - September 2020

- Created key graphics, visual language, and foundational web layouts and prototype for an immersive interactive online history exhibit for the Smithsonian Museum of Natural Science
- Collaborated with animators to create key illustrations, concepts and animation assets for use as part of an exhibit
- Worked on and assisted in the development of a web-based immersive multi-media online exhibits, which is based in React and Gatsby using Strapi CMS
- Communicated and collaborated with teammates to create graphic assets for an educational web-app as part of a Smithsonian Museum exhibit
- Assisted in quality assurance and debugging of various public web apps

Adobe Creative Jam – Finalist

September 30th, 2019

- Participated in competition with AIGA student club members
- Help conceptualize and design a textile-recycling app powered by AR and AI recognition technology to tackle the problem of climate change
- Designed branding and visual system for the mobile app
- Made the top 5 finalists over more than 50+ teams nation-wide.

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 feedback 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 nation-wide
- Designed different materials to be used for digital marketing campaign, including a member recruitment campaign – reaching an audience of 2,000 on social media