

ANDREW VUONG

andrewvuong.com

Los Angeles based designer with eight years of experience focusing in art direction, web, user interface, and print design.

EXPERIENCE

Interactive Designer | Vans, a VF Company

February 2021 – Present

Lead and design the 2021/2022 Vans Musicians Wanted web experience.

- Conduct research to develop best solutions for both user experience and VMW engagement.
- Develop user personas, flows, journeys, site maps, wireframes, and high fidelity prototypes.
- Work with developers to seamlessly translate and build the experience from design to execution.
- Present to stakeholders of all levels to receive buy-in throughout the process.
- Conduct user tests to maximize usability, user experience, and iterate designs accordingly.

Visual Designer | andrewvuong.com

November 2012 – Present

Art Direction, UX/UI, web design, print design, and photography.

- Most recent projects include redesigning the website for a sushi restaurant in Los Angeles, developing the brand identity for a startup beauty and cosmetics brand, and supporting local nonprofits with web and print design.

Senior Designer | Annenberg Foundation

October 2014 – July 2020

Managed and designed marketing creatives for the Foundation and its initiatives. Conceptualized and executed Annenberg Space for Photography's exhibit branding and marketing collateral, including: exhibit brand identity, street banners, building vinyl wraps, invitations, web design, UI design, exhibit posters, brochures, and OOH marketing.

- Rebranded and designed the Annenberg Foundation's identity in 2016 and the Annenberg Alchemy suite in 2018.
- Redesigned the Foundation website in 2020. Designed the brand identity for AnnenbergTech, a new Foundation initiative in 2016.
- Conceptualized and executed branding and marketing creatives for nine Annenberg Space for Photography exhibitions.

Lead Graphic Designer | AAAZA

November 2012 – October 2014

Led and executed marketing and advertising materials for agency's clients, including DIRECTV, Johnnie Walker, Ketel One, and United Health Care.

- Conceptualized, designed, and presented advertising campaigns, which included print ads, posters, OOH marketing, vehicle wraps, event banners, invitations, and TVCs.
-

TOOLS

Sketch | Invision Studio | Webflow | Adobe XD | Adobe Photoshop | Adobe Illustrator | Adobe InDesign | WordPress | Maxon Cinema 4D

EDUCATION

BFA, GRAPHIC DESIGN
California State Polytechnic University-Pomona