

ANDREW VUONG

andrewvuong.com
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Los Angeles based designer with eight years of experience focusing in UX/UI, web, art direction, and print design.

EXPERIENCE

Interactive Designer | Vans, a VF Company

February 2021 – Present

Oversee UX/UI for the Vans PLP, PDP, Customs, Checkerboard Day, and Musicians Wanted experiences.

- Collaborating with UX teams conducting research to develop best solutions for both user experience and consumer engagement.
- Develop user personas, flows, journeys, site maps, wireframes, and high fidelity prototypes.
- Work with engineers 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.

- Design digital experiences for clients in the healthcare, education, and restaurant businesses.
- Art direct and design digital + print campaigns for multiple non-profit organizations.
- Branding and identity design for startups and small businesses.

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.
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TOOLS

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

EDUCATION

BFA, GRAPHIC DESIGN
California State Polytechnic University-Pomona