Alan Phan
Brand + Web Designer

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Summary

Brand + Web Designer with 8+ years of experience across brand identity, web design, and product marketing creative. Skilled in building and evolving design systems that scale across channels and audiences, and in translating complex ideas into clear, human visual storytelling. Track record partnering with product, marketing, and leadership teams to ship high-quality creative at speed. Proficient in Adobe Suite, Figma, and AI-assisted workflows.

Experience

Independent Brand & Web Designer

Designer, March 2023 – Present

- Lead end-to-end creative across brand, web, and campaign design for startup clients, delivering production-ready work across digital and print using Figma and Adobe Creative Suite
- Partner directly with founders and marketing teams to translate evolving brand and product narratives into scalable visual systems, campaign assets, and web experiences

The Black Tux

Junior → Senior Graphic Designer, October 2017 – March 2023

- Led creative across marketing campaigns, landing pages, and customer-facing web experiences, partnering with product and marketing teams to bring new offerings to market
- Built and evolved brand guidelines, design systems, and template libraries to scale visual identity across a growing set of channels
- Produced high-volume creative across digital, print, email, and out-of-home while maintaining a consistent bar for craft and brand clarity

Pen&Public

Designer, October 2016 – February 2017

- Designed presentation decks and branded collateral for clients including Snapchat, Red Bull, and GoPro, turning brand strategy into clear visual storytelling
- Built reusable templates and scalable visual systems to speed up recurring client deliverables
- Prepared production-ready files and managed asset libraries for internal teams and external vendors

Cashmere Agency

Designer, February 2016 – August 2016

- Created social, web, and digital advertising assets for brands including AOL, Marvel, and Bud Light
- Supported fast-paced campaign production by organizing asset libraries and maintaining efficient design workflows

Capabilities

Design

Brand Identity Systems
Print & Collateral Design
Web & Landing Page Design
Marketing Campaign Design
Editorial & Presentation Design
Template & Asset Library Development
Design Systems
Typography & Layout
Production Design for Print & Digital

Strategy

Brand Strategy
Creative Direction
Campaign Concepting
Visual Storytelling
Cross-Functional Collaboration
Project Management & Prioritization

Tools

Figma
Adobe Creative Suite
Midjourney
Claude Code
Codex
Framer
Webflow

Education

Design/Media Arts (BA)

University of California, Los Angeles

Certifications

Google UX Design Professional Certificate

Google