

# BEIBEI AN

VISUAL DESIGNER

EMAIL [iambeibeian@gmail.com](mailto:iambeibeian@gmail.com)  
PHONE 415.827.8637  
SITE [beibeian.me](http://beibeian.me)  
LINKEDIN [Beibe An](#)  
INSTAGRAM [@abeibeii](#)

## Thanks for the download!

### A SHORT INTRODUCTION OF MYSELF

My name is Beibe An. I'm a visual designer with 3 years of working experience and 3 years of pursuing a master's degree in graphic design and digital media in San Francisco.

Curiosity and self-improvement are two of my biggest drives in life. I believe it's my passion for seeing and creating new things that brought me into the industry. Growing up in Yunnan, China where 26 minorities gathered together and lived in harmony that gave me an appetite for gaining an understanding of different cultures. Design has been giving me opportunities to peek into different cultures and even living in them for a little while.

I have so far worked with 30+ clients on improving their brands and visual communication through different media and platforms. I have lead-designed and launched 10+ websites and have helped multiple companies developing brand strategies and visual identities.

My work involves conceptualizing ideas, creating brand identity systems, style guides, wireframes, high-fidelity mockups, motion prototypes, stationaries, storyboards, video editing, animation, social media posts, pre-press production, environmental graphics, and any other visual experiences.

I love to collaborate with creatives, developers, and clients to create and visualize concepts, ideas and interactions for better and faster understanding and communication. It is always in my gene to translate complicated concepts and messages into simple yet beautiful and enjoyable visuals.

# RESUME

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## EXPERIENCES

### Design Lead - Comet Creative

Sept. 2017–Dec. 2020

Comet Creative is a brand marketing agency located in Carlsbad, focuses on creating values for clients through building brands, websites, marketing campaigns for 30 years.

Started out as a design intern, I worked my way up to a senior designer in 3 years of time, and gradually grow and took more responsibilities, including:

- Bring creative and insightful ideas for design solutions to achieve effective communication
- Develop concepts, design high-standard, creative, original art-works for branding and marketing
- Assist clients in developing brand strategy and discover the core competence
- Art direct and lead junior designer to oversee the visual direction for projects to make sure high standard gets applied

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### Web Designer - Wise IOT Solutions

Nov. 2019–Feb. 2020

Wise IOT Solutions is a medical device company revolutionizing heart monitoring technology, aiming to assist doctors and health care professionals to improve patients' lives.

- Collaborate with the founder and the developer on conceptualizing and creating wireframes
- Visualize the core message, design high-fidelity mockups, and website assets production
- Getting feedback and create iterations

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### Web Designer - Number Glutton

Oct. 2018–March. 2019

Number Glutton is a digital marketing start-up that generates astonishing results for companies that want to bring more viewers and visitors online.

- Collaborate with the founders and developer on conceptualizing the design direction
- Design the high-fidelity website mock-ups to feature different areas of services including content marketing, SEO, etc.

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## SKILLS

Adobe XD	After Effect	HTML	Glowforge (Laser Cutter)
Photoshop	Premiere	Wordpress	
Illustrator	Final Cut	Divi	
Indesign	Microsoft Office	Squarespace	

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EDUCATION

**MA | School of Graphic Design and Digital Media**

ACADEMY OF ART UNIVERSITY (SAN FRANCISCO) CLASS OF 2017

**BFA | English Broadcasting and Anchoring**

COMMUNICATION UNIVERSITY OF CHINA, NANJING. CLASS OF 2013

**Non-profit | North County Lifeline**

GRAPHIC DESIGNER | SEPT. 2017-MARCH

**AIGA Conference San Diego 2018, 2019**

ATTENDEE

**San Diego Design Week 2020**

VOLUNTEER AS VIDEO EDITOR & ATTENDEE

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FEATURE

PATIO TYPOGRAPHY

| TYPOGRAPHY NERD, GERMANY

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AWARD

42ND SMPS COMMUNICATION AWARD

- Corporate Identity—Rebranding: Merit Award
  - Website—External: Merit Award
  - Promotional Campaign—Mixed Media: Merit Award
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LANGUAGE

Fluent in English and Chinese

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INTEREST

Reading and learning about Psychology, singing, hiking

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