An Luu UI/UX DESIGNER

Portfolio - ankimluu.com | San Francisco, CA | designwithan@gmail.com

SUMMARY + KEY SKILLS

UI/UX designer and team player with a focus on creating beautiful and intuitive user interfaces, skilled in collaborating with designers and companies to create solutions to user problems.

Software: Figma, Framer, Sketch, HTML, CSS, Adobe Creative Suite (Illustrator, XD, After Effects, InDesign)
Design: Rapid prototyping, user research, wireframing, visual design, interaction design, motion graphics, design principles, design thinking, typography, layout, color, visual hierarchy
Collaboration: Communication, feedback, empathy, critical thinking, friendly, organized

EXPERIENCE

Lead Designer - *DinkSmart, Remote* **2026 - Present**

- Designed and shipped a B2C web app in an early-stage startup; created user flows, wireframes, and mockups in Figma from concept through developer handoff and **launched 70+ screens**.
- Redesigned the marketing website to incorporate clearer messaging, modernized branding, and micro-interactions; **increased new users by 46.52%** and **reduced bounce rate by 29%**.
- Communicated design rationale and collaborated daily with product, engineering, business, and marketing; iterated designs based on feedback from users and partners.
- Modernized the brand within established guidelines, building a consistent design system across product and marketing, and produced campaign graphics, social content, and slide decks for launch and partner outreach across Southern California.

Graphic Designer- *ART U Esports, San Francisco, CA* **2021 - 2025**

- Created print and digital graphics for use in **12+ livestreamed events** and weekly events.
- Collaborated with known brands (e.g. Redbull, Riot, PAX, SF Fleet Week) to design assets for **5+ events**.
- **Doubled event attendance** through collaborating with social media and event managers.

Teacher - *The Creek, Walnut Creek, CA* **2025 - 2026**

RECENT PROJECTS

UniGo: Jeep x Academy of Art - *Spring Show Winning Design*

- **Best in show** award out of 9 teams by Jeep employees; sponsored project between Jeep and ArtU
- Lead UI/UX designer on a five-person cross-functional team; created high-fidelity mockups for the in-car experience of a conceptual 2050 Jeep vehicle including AR interfaces & unified design system.

TalkTalk - *Language Learning App With Integrated AI*

- Designed the end-to-end UI/UX of a mobile app that improves the language learning experience.
- Conducted user research with 20+ participants to inform UX strategies including interviews, usability testing, and surveys. Incorporated feedback from peers and users.

EDUCATION

BFA UI/UX Design - *Academy of Art University, San Francisco, CA* **2025**
Presidential Scholarship Award Winner.