

**Serafina Bui**  
Experience Senior Designer

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[serafinabui.com](http://serafinabui.com)



## Education

### Savannah College of Art and Design (SCAD)

B.F.A in Graphic Design  
Atlanta, GA  
Sept. 2015 – March 2018

### Spokane Falls Community College (SFCC)

A.A.S in Graphic Design  
Spokane, WA  
Sept. 2011 – June 2014

## Software Skills

Adobe Creative Cloud  
Sketch | Invision | Abstract  
Figma | XD | Azure  
HTML/CSS  
Airtable | Miro | Rally | Box  
Microsoft Office

## Awards / Achievements

ADA Certified from Deque University  
SCAD Achievement Honors Scholarships and SCAD Dean's Honor List  
2<sup>nd</sup> Place Beyond The Dot Award 2017  
2<sup>nd</sup> Place SFCC Logo Contest  
3<sup>rd</sup> Place CLC Hallmark

## Languages

English and Vietnamese (bilingual proficiency)

## Work Experience

### Experience Design Maker-Manager

**Truist Bank | Atlanta, GA**  
Sept. 2022 – Present

**Experience Senior Designer**  
**Truist Bank | Atlanta, GA**  
April 2020 – Sept. 2022

Responsible for web responsive design across all platforms. Delivered pixel perfect designs that bring the Truist brand to life for clients through color, typography, illustration, and iconography. Led design activities in cross-functional development teams to create industry-leading experiences, embodied in differentiated product and service designs. Went beyond best practices to uncover new solutions.

### UX/UI Designer Naranga LLC. (Affiliated with Edible Arrangements) | Sandy Springs, GA

June 2018 – March 2020

Gathered and evaluated user requirements, created personas for each product, designed user interface for products across all platforms, processed flows and sitemaps, worked closely with product managers and dev team. Built a design system and created guidelines for consistent experiences throughout all platforms.

**Web/Graphic Designer**  
**Freelance | Atlanta, GA**  
Sept. 2015 – April 2020

Designed print, and e-catalog for Linnea LLC., consulted on user experience for small start-up business, created design system, and branding package.

**Graphic Designer**  
**Tre Magazine | Norcross, GA**  
March 2015 – July 2015

Worked under high pressure and tight deadlines, utilized client's input to design effective ads, finalized layouts to ready for mass production, created weekly print ads, and article layouts.

**Director of Marketing**  
**SFCC Associated Student Government | Spokane, WA**  
Sept. 2013 – June 2014

Designed event promotions while staying on time and on budget, worked with large format prints and banners, represented the student body's interests and promoted the organization.

**Graphic Designer (Intern)**  
**Northwest Museum of Arts and Culture | Spokane, WA**  
Jan. 2013 – June 2014

Provided general creative support, including video editing, and motion graphics.