

Name: BreeAnne "Bree" Chun  
Position: Graphic Designer  
Date: February 24, 2025

1. Any changes to your resume since you applied?

No changes

2. Tell me about your current (or most recent) job.

Thesis is a digital agency. It was named "EmROI", doing email newsletters for clients. Got a long term contract with Nike. Rebranded to Thesis 5 years ago. Have branched out to digital marketing. Assisting with web, paid media. Most of it is layouts. I'm on the graphic design layout side. I'm on the Nike team solely. Only Nike materials. Nike is really 20 different clients. That is interesting because within Nike, everyone has their own way of marketing and doing things. Also work with the different departments. The different channels we work on. Layouts for app and paid media. We do signage every once in a while.

Just moved to Sacramento in May 2024.

In our current role, we do more web layout, not design. By the time the projects get to us, they tell us where to put things.

Last company, I was the designer and we would pass our designs to an actual developer to tell him colors and fonts and what I'm thinking about interactions. He would work on the UX side.

3. What are your career goals?

As much as I love my team at Thesis, it's not my end goal. Not in house for Nike, more like their production.

Prior to Thesis, I was at an agency that was much more hands on with collateral and ground up producing their brands, marketing and digital.

Right now I'm fully remote, it would be nice to work for a local company. Streamline hit the nail on the head for having a hybrid model.

Past that, it would be nice getting back to working with a wide array of clients.

Looks like Streamline is more web. Hits a lot of check boxes to move my life to California fully.

4. What are you really good at professionally?

I'm really good at branding. I have an eye for making sure client materials look cohesive not just in print but digital. Making sure there is a cohesive look and feel of things. Experience with branding, logos, typography, color. My best asset is the cohesive approach for visual consistency.

5. What are you not good at or not interested in doing professionally?

I don't have as much experience in UI/UX as a developer, which is where the trend is going with technology. Haven't had the opportunities or drive to take classes to push my UI/UX skillset.

Any other marketing layouts, I'm really good at.

6. What's the biggest misconception your coworkers have about you and why do they think that?

7. Can you tell me about your experience in designing websites for a high-profile client? What's your process look like? *[How do they translate what they found into design? What does back-and-forth look like with the customer (are they good communicators)]*

8. How do you manage when the customer has terrible assets or taste? (Our customers often have insane colors, branding, and no taste)

Assets: Last job at GISI, if you don't have a budget, how can we make the assets better? More budget for stock photography or build out your assets for you because you provided a flattened JPEG logo and we need a vector logo. First process getting better quality assets. Work within parameters of the assets and not over-enlarge them so it isn't pixelated. Room to get more assets or more time for the working time to get the assets for you.

Taste: it's always a give and take. Want to make sure you are providing the best designs in the end. Example: You are putting a logo on the folder and the client keeps saying "make the logo bigger". One project wanted a logo that was on the entire folder. It wasn't a big client, so we just gave them what they wanted.

Collaborate and provide a couple versions or designs for them to look at. Highly recommend going on one route, but also provide the version they asked for.

9. Tell me about the content management systems you have designed for in the past and which ones are your most favorite. *[Do they have experience being creative with constraints of CMS. What is their process for designing these tools? How vast is their knowledge of modern CMSs? What are their favorite design tools?]*

This one is on my website. Might not be a CMS. I designed a website for a company called Frame Tech. Niche company where they create frames for your photos, art, etc. It was really cool to design this from beginning to end and pass it to the developer. The client was very open to the look and feel. They didn't have a lot of branding. Primary color was blue, secondary was orange, and had a vector logo. Make it cohesive and bring elements together onto every single page. I believe we did a brochure for them that was based on the website.

That was fun because the client gave us free range.

I saw "we" a lot, but it was just the 3 of us, mostly me.

10. This role involves mentoring internal teams on design best practices. Can you share an experience where you guided or trained a team member or non-designer on design principles?

In my current experience, we have a lot of employees, like 125-150 and our design team is *only* 30. Our project management is about 50. A lot of times, when project managers give us projects, they are just relying on information from the client. A lot of times, project managers don't really understand the content they are asking for. I notice discrepancies and will note that the client wanted something that won't look good or isn't feasible. That feedback has been helpful for a lot of project managers.

I'm a Senior Designer, so I've onboarded people at my current agency and my last job. I have trained a lot of designers. I love training and mentoring people to share that knowledge.

11. You'll be designing marketing collateral and sales enablement materials. How do you approach designing for different audiences, such as internal teams versus external customers?

12. Follow-up: How do you balance creativity with brand guidelines and messaging objectives?

13. Why are you interested in working for Streamline?

Outside of the company, Streamline offers a lot of things I'm looking for; local to Sac, hybrid, design involved. Looking at the website, Streamline works with Special Districts. Have never

worked with government agencies. At GISI we worked with Port of Portland on collateral and their reports.

Seems like it's a great place to work and Heather sold the company well.

14. What is most important for you in your next role?

15. Why do you think you'll be a good fit for the role?

16. How did you find out about this position?

Saw Streamline was hiring, went to LinkedIn, saw Heather was in marketing, reached out to her, talked to her about the company to hear about it and she was really trying to sell it. Then applied.

17. What is your target pay?

\$90k currently. I would like to make more.

18. Is there anything else you want me to know about you or feel we didn't cover?

19. What questions do you have for me?

*Had really good questions that showed her interest in understanding the job and company*

Recruiter Notes:

- Strong candidate, small agency experience and then working with many teams at Nike.
- Knows how to manage big clients, push back, when to give in
- Mentors other designers
- Professional, personable, organized.
- Definitely worth talking to Linz