



b.brilliant



AN EXPERIENCE DESIGN COMPANY

Hello.



I AM AYANNAH N. **BUFORD**



CEO & CREATIVE DIRECTOR of B.Brilliant

Has anyone told you you're brilliant today?

...Well, you are brilliant and I want to help that truth shine in the experiences you create for your customers. Consider me a part of your dream team. You know you have a great product and a message to bring to the world. There is a way to do it that allows you to establish your business for customer service excellence and thought leadership.

I work best with clients who are excited about investing in discovering creative ways to provide a positive, engaging experience and environment for their customers and employees. I believe you have a dynamic business that is looking to impact people's lives and deliver quality products and services.

With that said, I know we'll make a great team. Let's b.brilliant together.



Great design makes a difference.

b.brilliant is an experience design company that provides branding, strategy communications, marketing, media and technology solutions to organizations that want to build stronger relationships with their customers. The custom solutions are inspired by your organization's culture and goals. Our creative consulting services begin with understanding your organization and delivering a clear and relevant message to the right people at the right time. We believe that your public image should be a true reflection of your organization's values and the impact your services will bring to customers.

We want to make sure great things happen for your organization...

Our Services.

Web and Mobile Design +

Whether custom or packaged platform, from scratch or redesign, we will design a beautiful web site experience for you.



Print and Digital Media +

We create print and digital media for a variety of uses including web, mobile, and other visual communications that is inspired by culture.



Product Management +

For the more complex projects, I work with the best development teams to deliver the business results you need.



+ Digital Marketing

Digital marketing and social media strategy that captures attention, elevates brands, and generates action.



+ Branding & Marketing

We develop brand boards that convey the culture, beliefs, and personality of your brand then apply this feel to your messaging and marketing media toolkit.

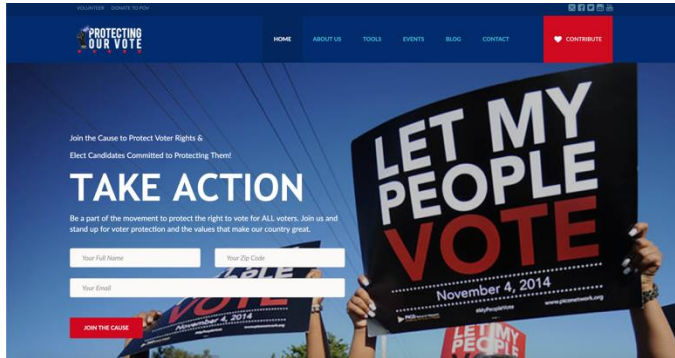


+ Strategic Communications

We offer strategic communications counsel helping clients see the value in preparing a thoughtful message to an audience.

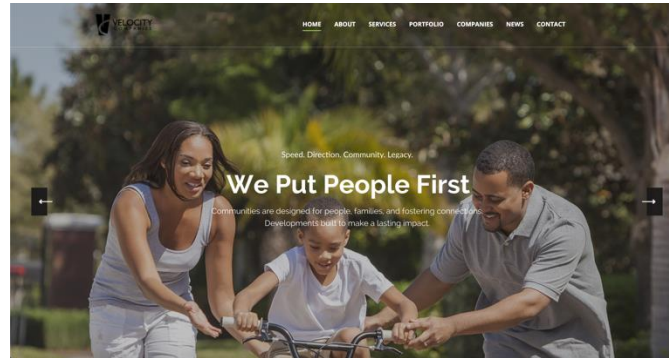


Sample Websites



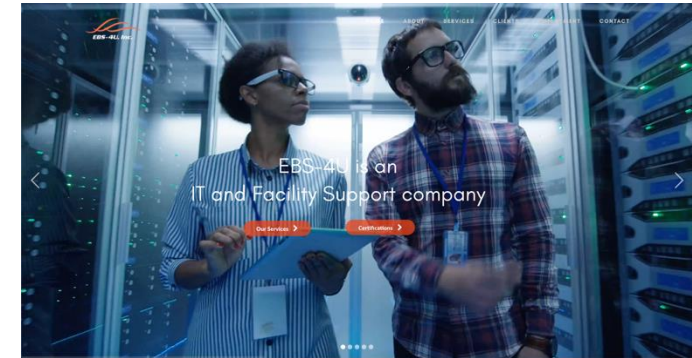
www.protectingourvote.org

Multipage Website



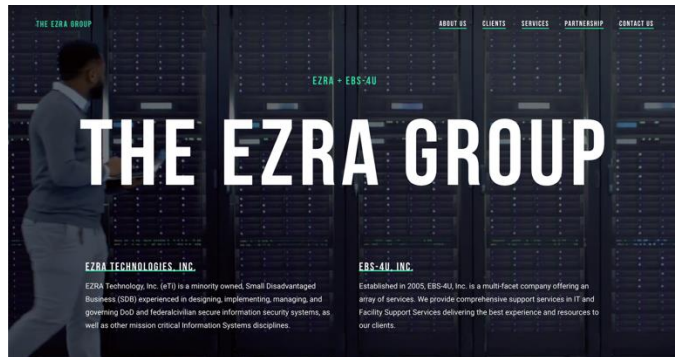
www.thevelocitycompanies.com

Multipage Website



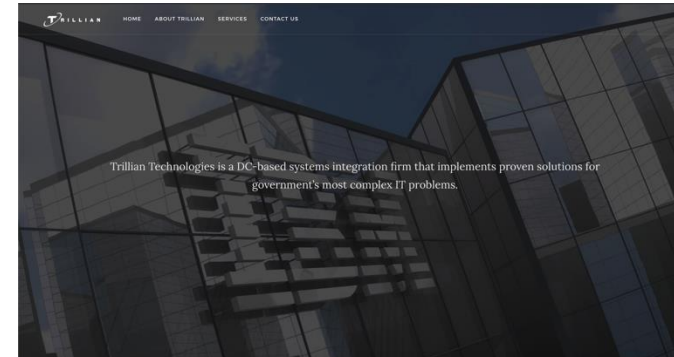
www.ebs-4u.com

One Page Website



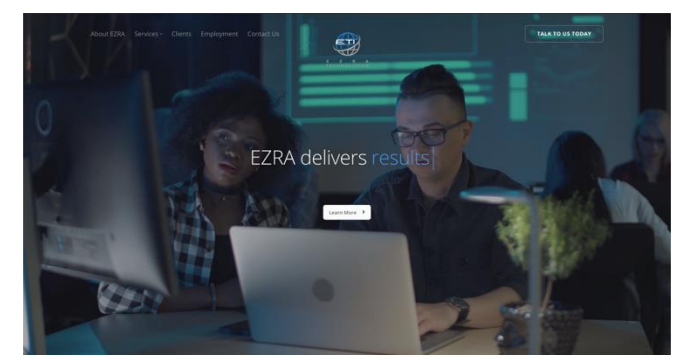
www.ezragrp.com

One Page Website



www.trillianttechnologies.com

Multipage Website



www.ezratinc.com

Multipage Website

Our Work.

Branded content for agency campaigns.

When your agency has something to say to its customers and the public, let us help you say it. We can help you develop a stylized brand that reflects your organizations ideas and culture to create impactful graphics for internal and public audiences.

DC Office of Tax & Revenue

Audience: DC Residents and DC Businesses

Purpose: A marketing material design for various communications campaigns to DC residents and



Our Work.

Brand Isn't Just About What It Looks Like. Its Your Promise To Your Customer...

We design brand identity packages and marketing collateral for our customers. We believe in first impressions and your marketing material should leave an impression of professionalism. Brand identity matters and should be done thoughtfully. Let's create an image that reflects the values of your ideal customers so you can stand out in your own unique way.

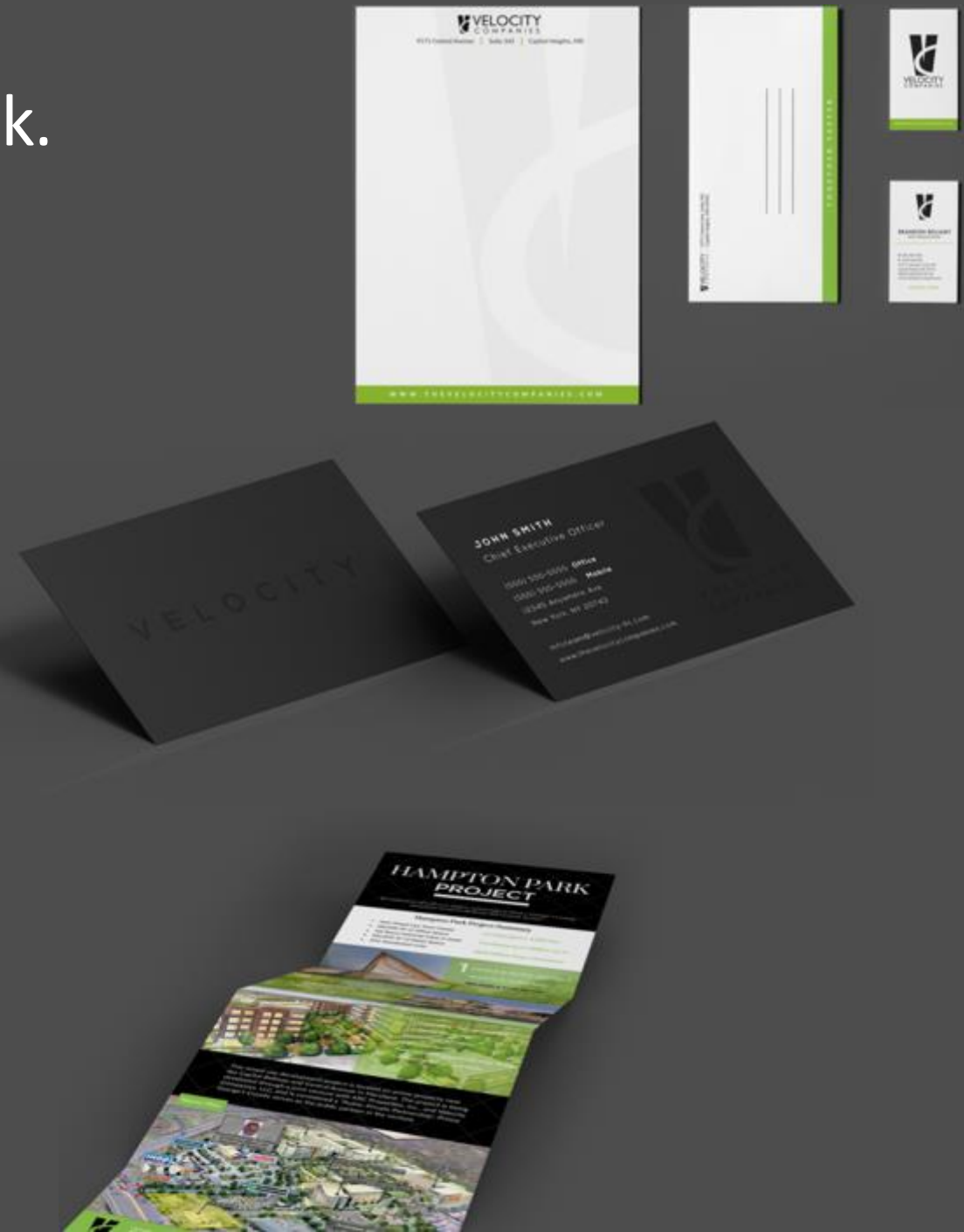
The Velocity Companies – Real Estate Development

[Click Here To See Full Infographic](#)

[View Velocity Work](#)

Audience: Commercial Real Estate Clients and Other Professionals

Purpose: A brand identity to reflect a modern, urban real estate company



Our Work.

Make a great and impactful first impression.

Your marketing material should draw attention and put your image above the rest. We take time to understand your business, and we work with you to recognize the image of your business and your ideal customer mix to strategize a plan to reach your audience with beautiful design and marketing collateral.

Corenic Construction Group

[View Corenic Work](#)

Audience: Commercial Businesses and Government Agencies

Purpose: A marketing material design refresh for a fast growing construction company



Our Work.

We Create Stuff That **Works**. And **Looks Good**.

We design a prototype then build your product. We use user experience and visual design best practices to create a clear representation of your brand. The goal is to demonstrate the value of your products and services and to continue learning about the customer so you can serve their needs best.

The Velocity Companies – Real Estate Development

[Check out Velocity Companies' New Website](#)

Audience: Commercial Real Estate Clients and Other Professionals

Purpose: A website to start a conversation and display past performance projects



Our Work.

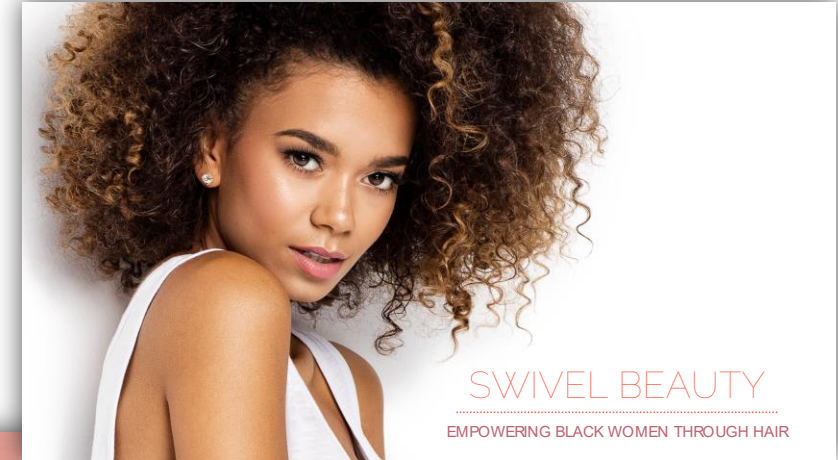
Be prepared
wherever you go.

Companies of all sizes need creative and clear marketing collateral. It matters, and you can't afford to be unprepared when you need it most. Choosing not to put time and effort into creating them is equivalent to voluntarily helping your business fail. Your business depends on your ability to communicate value and marketing collateral is an essential tool in the success of your business.

Swivel Beauty

Audience: Women of Color and Venture Capitalist

Purpose: A marketing material design refresh for a fast growing beauty tech start up company



Our Work.

Design to solve problems and engage people.

Every design begins with a problem - business or social, complex or simple. We start by learning about the people we are designing for. Through interviews, observation, and participation, we are curious and absorb information like a sponge to form ideas about what to do to solve your problem.

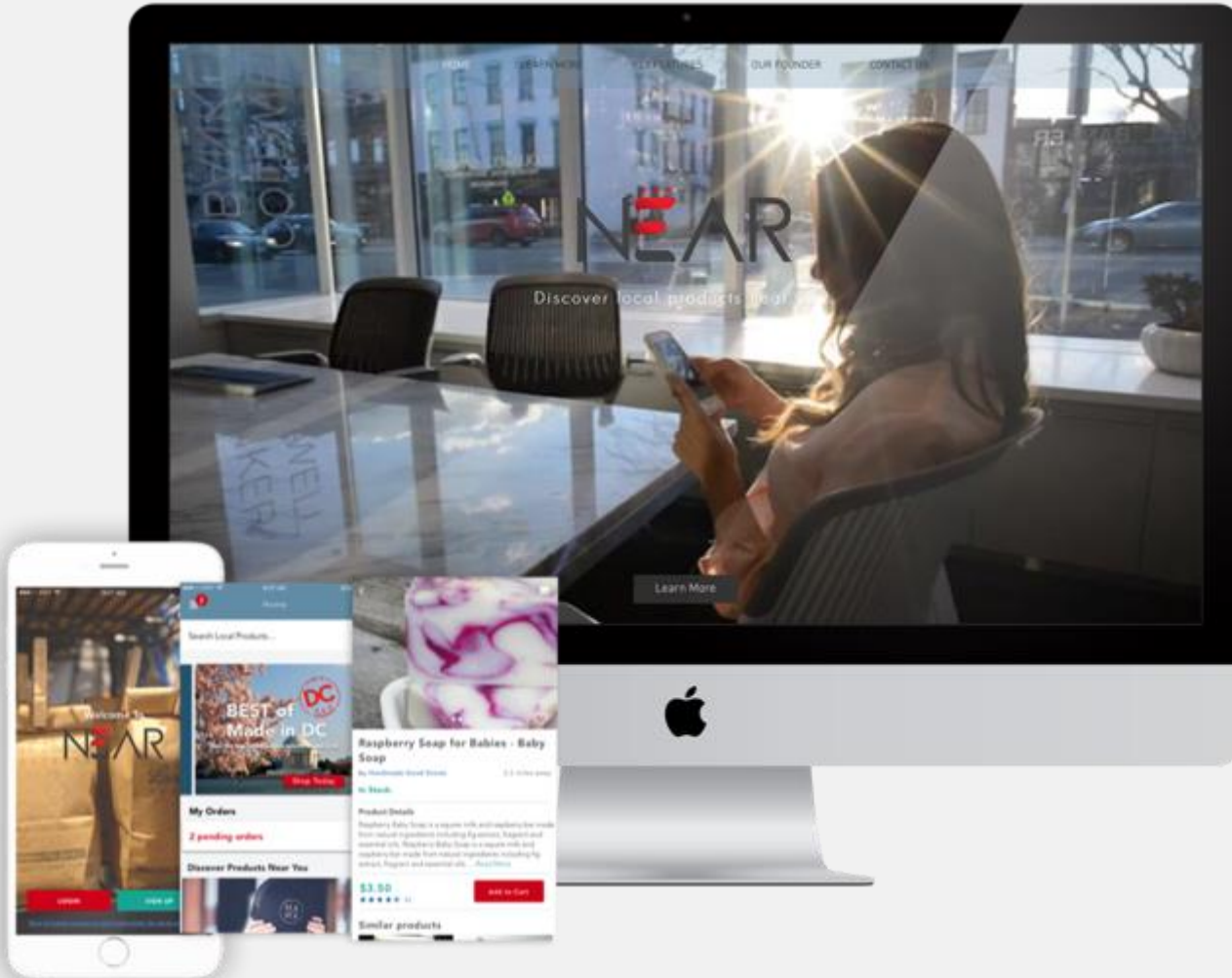
NEAR APP

[NEAR Website](#)

[Read Case Study](#)

Audience: DC Customers and Local Businesses

Purpose: A platform for buying & selling local DC products to consumers



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Protecting Our Vote

[Check out Protecting Our Vote's New Website](#)

Audience: Registered and Unregistered Voters

Purpose: A website to discuss voter rights and voter discrimination among people of color



Our Work.

Its OK to dream **big, crazy ideas**. Go ahead, I encourage it.

This is where magic happens. Brainstorming, sketching, storytelling...this is the iterative process used to generate ideas using the “yes and...” technique to build upon ideas and create as many viable options as possible. Generating as many ideas as possible improves the odds of achieving the best and most viable solution for your audience.

myCOMPASS PA App



4.1 star in Apple App Store

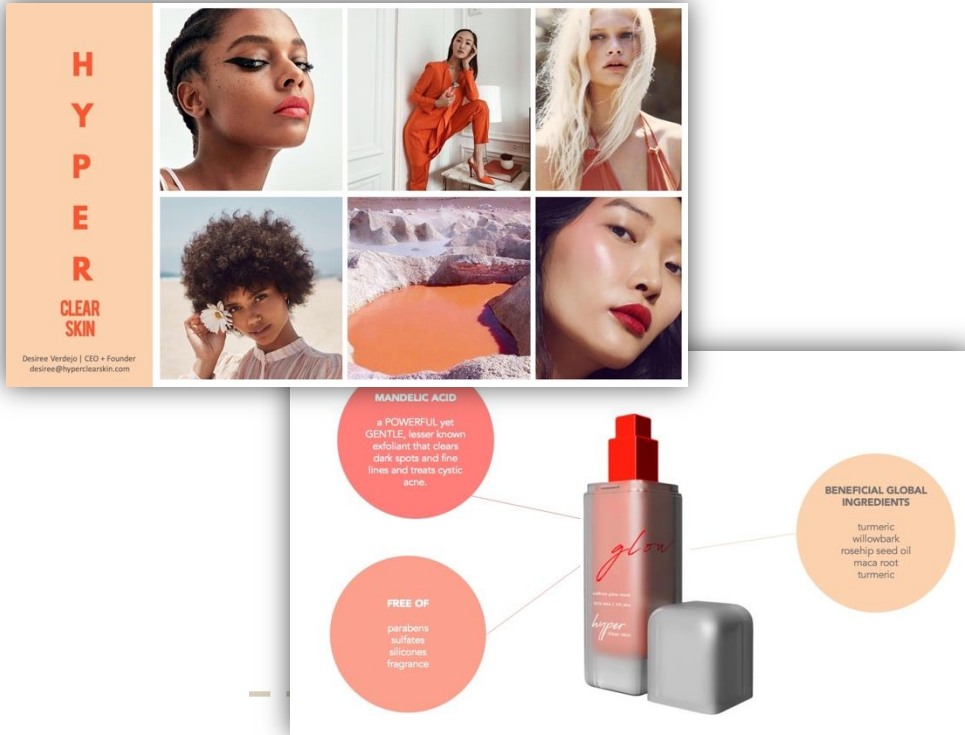
[Read Case Study](#)

[See in the Apple App Store](#)

Audience: Pennsylvania benefits recipients

Purpose: An app to view benefits status and upload required documents





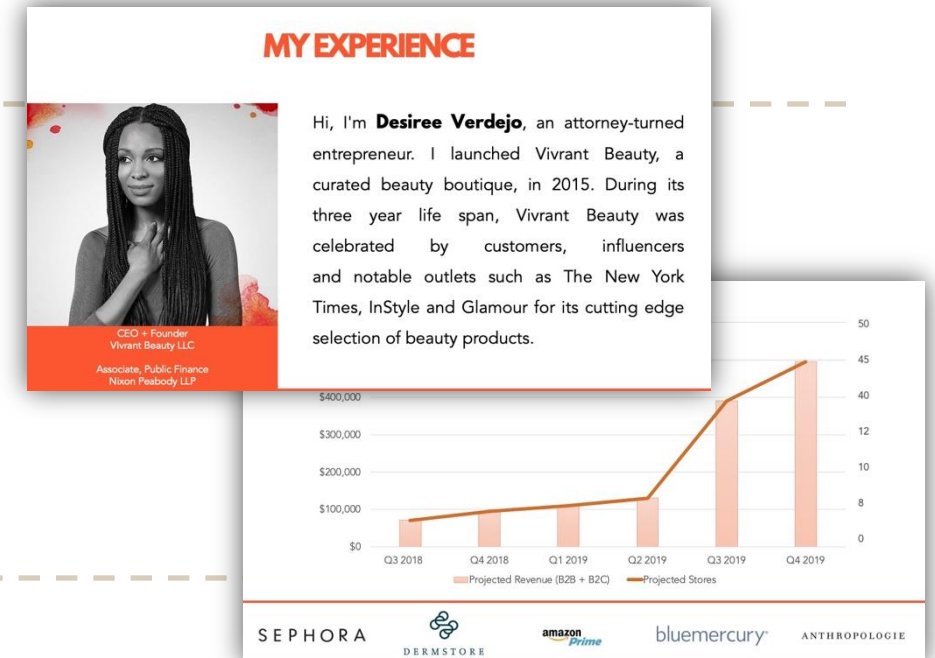
Our Work.

We can design anything you need...

We also design logos, business cards, event flyers, infographics, one-pagers, brochures, journey maps, business presentations... there are no limits.

No limits to what we can do together.

For your branding and marketing needs, we will create a mood board to formulate the feel and personality of your company. Then we help you write copy using the right words to convey the right message at the right time.



We Help You...



Design

Every time a person engages with your organization, it shapes their perception of you. With thoughtful user experience and visual design, your audience will know you believe in quality and care.



Build

Whether you need custom development or a brand identity package, we will help you create and build the right products and services to meet your ongoing needs.



Engage

If content is king, then design is queen. We will present your business so your brand's message and personality are impactful and memorable at every touchpoint.



Convert

Great design builds trust. And trust is built from a clear message presented well so your audience can make a decision to do business with you quickly and easily.

Design is the process of going from an existing condition to a preferred one.

~ Milton Glaser

Our Certifications.



Ayannah's Qualifications

[View My LinkedIn Resume](#) ■ [Capability Statement](#)

DEGREES

B.S. Information Technology

Bowie State University

Visual Communications & Multimedia Media Design Certification

Johns Hopkins University, CCI

M.S. Human Computer Interaction

Rensselaer Polytechnic Institute

CERTIFICATIONS/ASSOCIATIONS

Certified Usability Analyst

Human Factors Institute

Project Management Professional

Project Management Institute

User Experience Design

General Assembly

Design Professional

Society of Environmental Graphic Designers

PROFESSIONAL WORK

Sr. UX Designer

Coin Production Dashboard

Sr. UX Designer

State Benefits Mobile App

Sr. Technology Consultant

Mission Critical Data Dashboard

Product Manager

Healthcare Tablet App

Customer Experience Manager

Infrastructure-As-A-Service

Sr. Usability Engineer

Hybrid ITSM eCatalog Web App

VISIT US OUT ONLINE @ WWW.BBRILLIANT.DESIGN



Washington, DC Metropolitan Area

