



b.brilliant



AN EXPERIENCE DESIGN COMPANY

Hello.



AYANNAH N. BUFORD



CEO & CREATIVE DIRECTOR

Hello, 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 audience. Consider me apart of your dream team. You know you have an important message and service to bring to the world. There is a way to do it that establishes you as an leading edge service provider and authoritative organization.

I work best with clients who are excited about discovering creative ways to provide a positive and engaging experience for their audience. I believe in working with dynamic teams that want to make an impact on people's lives and deliver innovation in their products and services.

With that, I know we will make a great team. Let's B.Brilliant together.



Great design makes a difference.

B.Brilliant helps commercial and government organizations design websites and mobile apps, create marketing material and digital media, enhance web-based services, and deliver digital signage solutions to improve customer experiences, business efficiencies, and engage more people. We believe that your online and offline presence should be a reflection of your beliefs and the impact your services will bring to your audience.

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

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 Services.

Web Design +

We will design a beautiful and easy to update web site experience for you.



Mobile Design +

Mobile first is always a good idea. We specialize in mobile app design that focuses on quick task completion.



Product Management +

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



+ Training & Consulting

We work with technology-focused teams to develop their capabilities, skills, and access into new markets.



+ Marketing & Media

We develop concepts that convey the culture, beliefs, and personality of your brand then apply this feel to your marketing material and digital media.



+ Digital Signage Solutions

We design engaging and elegant digital signage and digital signage media, message boards, wayfinding, kiosk, and interactive displays for commercial use in buildings and around smart cities.

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.

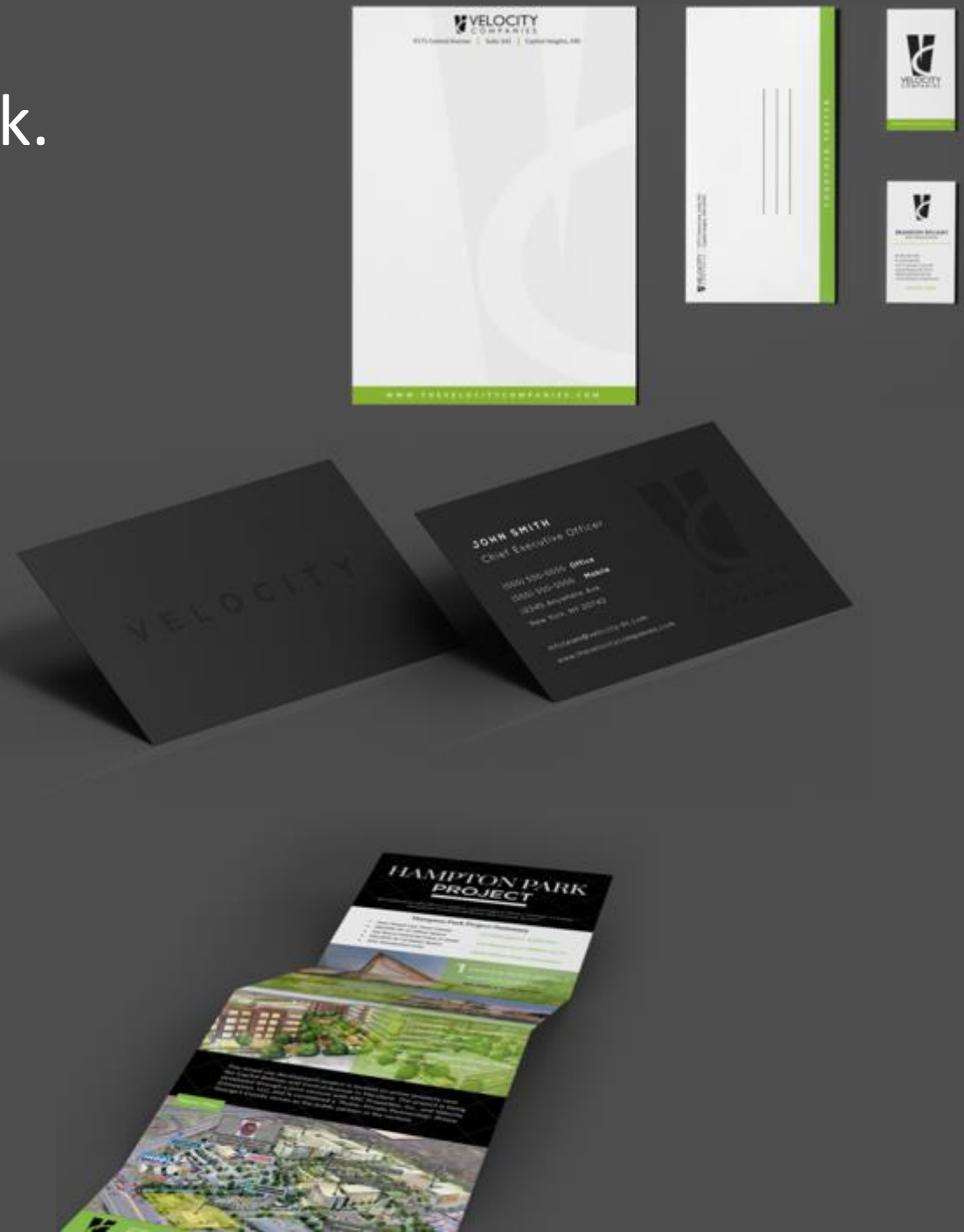
The Velocity Companies – Real Estate Development

[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.

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](#)

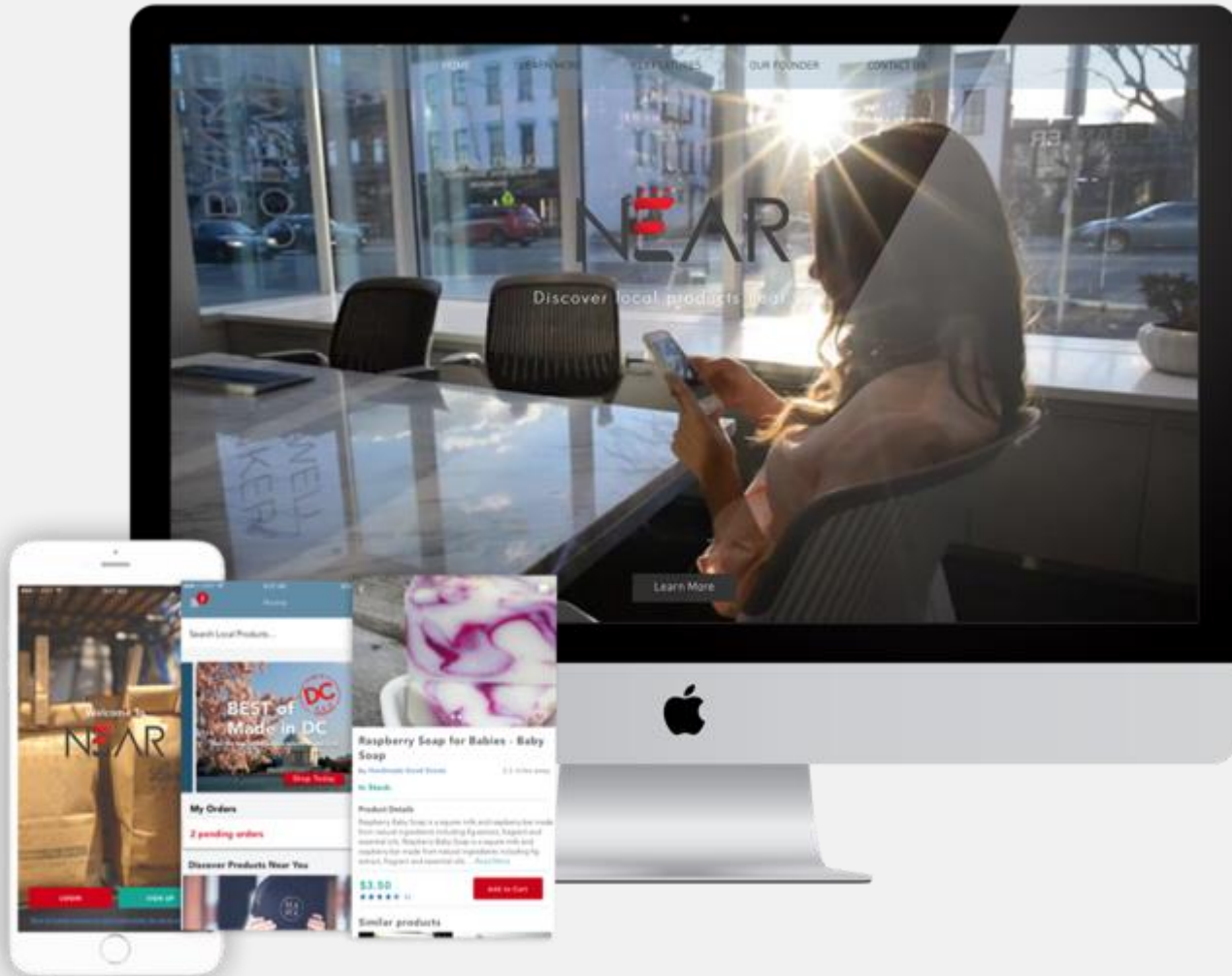
[See in the Apple App Store](#)

Audience: Pennsylvania benefits recipients

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



Our Work.



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 App Info](#)

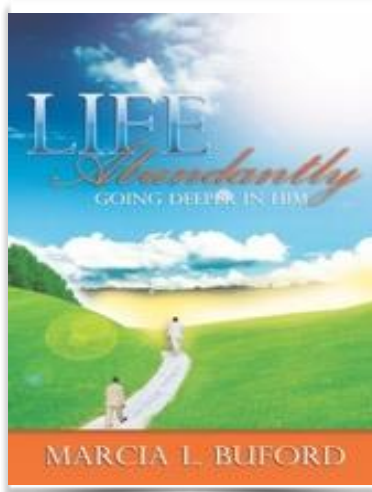
[Read Case Study](#)

[View Clickable Prototype](#)

Audience: Local DC Businesses and Customers

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

Smart Design.



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 create 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.



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

CONTACT US

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