

Ella Xu

Senior Visual Designer · Branding, Marketing, Web & UI

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Selected clients **Zoom · Amazon Goodreads · GoPro · Microsoft · Mitsubishi Power · Chillhouse · Sana · Kaja**

ABOUT

Graphic designer with 8 years of fast-paced, high-volume campaign work across brand, marketing, web and UI. Currently a Senior Visual Designer at Zoom, using AI to speed up production while keeping work on brand.

SKILLS

Marketing design

Visual design

Branding

Typography

Social media

UI/UX

Web design

Packaging

Presentations

Motion

AI-assisted design

TOOLS

Photoshop

Illustrator

InDesign

After Effects

Premiere Pro

Figma

AI TOOLS

Midjourney

Adobe Firefly

ChatGPT

Claude

Runway

SELECTED WORK

AI-Integrated Design, Zoom ↗

Campaign & Social, Goodreads ↗

Brand Identity, Sana ↗

Website Redesign, Mitsubishi Power ↗

HERO10 Launch Site, GoPro ↗

Holiday Packaging, Kaja ↗

EDUCATION

Academy of Art University

BFA, Graphic Design

San Francisco, CA · 2014 – 2017

EXPERIENCE

Zoom Senior Visual Designer

Jun 2025 – Present

- Own visual design for daily and seasonal campaigns across social, email, web and video for Zoom Workplace, AI Companion and other product launches.
- Built AI into my workflow for ideation, image generation, resizing and production, speeding up turnaround while keeping every asset on brand.
- Collaborate across teams, present concepts to stakeholders and run production through vendor coordination and press checks.

Goodreads Visual Designer

Mar 2025 – Jul 2025

- Delivered daily social content and seasonal campaign assets on fast turnarounds, including summer reading and National Library Week.
- Designed posts, stories, quote cards and banners that lifted engagement on key author and seasonal campaigns.

Mitsubishi Power UI/UX Designer

Mar 2024 – Dec 2024

- Redesigned the Mitsubishi Power website in Figma, with simpler navigation, a new visual system and 3D product renders.
- Designed dashboards and workflows for internal enterprise tools, turning dense energy data into clear, usable screens.
- Built wireframes, prototypes and a supporting design system.

Icon Tech Studio Visual Designer

May 2022 – Apr 2023

- Handled a high volume of client projects at once across fashion, wellness and tech, from campaign assets to presentations and event graphics.
- Partnered with art directors and strategists to turn briefs into on-brand digital content on tight agency timelines.

Microsoft Presentation Designer

Jan 2022 – Aug 2022

- Designed PowerPoint templates and slide libraries published in Microsoft Create, Microsoft's public template library.

GoPro Web Designer

Aug 2021 – Dec 2021

- Designed product pages, landing pages and the eCommerce flow for the HERO10 Black global launch site.

Spring Graphic Designer

Nov 2019 – Oct 2023

- Produced daily social posts, web banners, emails and paid ads for a fast-paced creator commerce startup, including launches for selling on Instagram, TikTok and YouTube.
- Created the Create. Share. Earn. creator testimonial series and sample mailer packaging concepts.
- Tested creative against performance data to improve engagement and ad results.

Sana Brand Designer

2017 – 2021

- Shaped the brand over four years: identity and type system, website, packaging, Instagram content and motion reels.

Chillhouse Lead Graphic Designer

Jul 2017 – Nov 2019

- Promoted from Graphic Designer to Lead; helped build the brand from its 2017 opening.
- Led design across social, email, print, in-store signage, packaging and the merch line.
- Designed collateral and materials for events and pop-ups.