

Chris Zhu

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Present **UX, Assistant Vice President @ US Bank**

UX lead for a high-visibility enterprise acquisition and integration into U.S. Bank. I collaborate closely with partners in engineering, research, and executive leadership to achieve goals of high scale and ambition.

Day to day, I operationalize the practice of UX into business through design iteration, usability and analytics review, and process-building.

2022 **Senior Visual Designer @ Pivot Design**

2020 Responsible for high-level creative development and execution of complex digital projects for multiple clients at a time. Takes the lead on key deliverables while anticipating the needs of my directors; trains and mentors junior creatives/interns while balancing primary responsibilities.

2020 **Art Director @ Razorfish**

2019 Delivered incisive, digital, and interactive campaigns for a suite of major brands and multi-million dollar brand launches. Defined the look and feel of the work while overseeing execution—including liaising with production or film partners from concept to completion.

2018 **Digital Analyst @ Obama Foundation**

Engaged in community organizing as part of President Obama's initiatives empowering young leaders and communities of color. Crafted and maintained digital marketing campaigns with a global audience.

Education **BFA in Visual Design**

School of the Art Institute of Chicago
Dean's List, Excellence in Leadership x3

Skills	UX process building	Visual design iteration	Art direction
	User research	Motion design	Insight analysis
	Public speaking	Prototyping	

Volunteer **Project Lead @ Chicago Department of Public Health**

Recruited and led 15-20 volunteers to combat the opioid crisis by producing training materials and video content in partnership with CDPH.