

Chris Zhu

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Present

2022

Product Designer @ US Bank

UX lead for a high-visibility product acquisition for U.S. Bank, scaling from 5k customers to 472k in 2 years. Led UX strategy through partnerships in engineering and research to achieve goals of high scale and complexity.

Pushes the practice of UX into business through iteration, usability analytics review and process-building. I move products into launch mode by organizing resources, teams and ideas.

2022

2020

Senior Visual Designer @ Pivot Design

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

2019

Art Director @ Razorfish

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.