

# Chris Zhu

[chriszhu.com](http://chriszhu.com)  
[chris.zixun.zhu@gmail.com](mailto:chris.zixun.zhu@gmail.com)

## Present

2022

### **Product Design Lead @ US Bank / Spend Management**

UX lead for a high-visibility product acquisition for U.S. Bank. I collaborate closely with partners in engineering, research, and executive leadership 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 and teams to support the brand experience of 600,000+ small business customers.

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.