



OPHELIA CHIU

Senior Art Director
Branding & Product Design

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GoodRx

Aug 2025 – Present

Senior Art Director, Freelance

Directing Marketing and Product Design for B2B and B2C.

Amazon Alexa+

May 2025 – Aug 2025

Senior Art Director, Freelance

Directed and designed landing pages for the Early Access launch of Amazon's Alexa+ AI.

Boundless
Immigration

Jan 2025 – May 2025

Senior Product & Brand Designer, Full Time

Lead Product Designer for the B2C immigration portal, and Brand Designer company wide. Expanded their visual identity for the addition of their new B2B sector, pushed for consistency, and streamlined production for a small team.

Amazon
Special Projects

Jun 2023 – Oct 2024

Brand & Product Designer, Full Time

Led Brand and Product Design for a confidential medical device with software and hardware components.

Amazon Halo

Mar 2020 – Apr 2023

Brand & UX Designer, Full Time

Branded and launched Amazon's Health & Fitness line. Designed for the Brand Identity, mobile application, packaging line, and marketing assets.

Amazon
Devices Marketing

May 2017 – Mar 2020

Multimedia Designer, Full Time

Led Brand and UX Design for new-to-word Amazon devices ranging from Echo, Kindle, and Fire TV. Trained the Design team on HTML and CSS to custom build fall launch PDPs.

EDUCATION

Aug 2013 – Apr 2017

Art Center College of Design

Bachelor of Fine Arts in Graphic Design with an emphasis in Visual Interaction and Multimedia Branding.

RECOGNITION & AWARDS

2019

Formed and lead a small private team at Amazon, creating a winning product where the team was flown out to present the concept to executive leadership

2019

IDEA awards finalist for HP Tribe

2014 & 2016

Art Center College of Design
Provost's List

Jul 27, 2016

Amazon design hackathon
winning team

Aug 2013 – Apr 2017

Art Center College of Design
Edwards Scholarship & Ahmanson
Foundation Scholarship

WORKING KNOWLEDGE OF

Figma, Adobe Creative Suite,
Brand Identity Development,
Prototyping, UI, UX, HTML,
CSS, UX Research