OPHELIA CHIU

Senior Art Director
Branding & Product Design

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EXPERIENCE

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

2022
Designed for Amazon's private 2022 MARS event

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