



OPHELIA CHIU

Senior Art Director
Branding & Product Design

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EXPERIENCE

05.2025 – 08.2025

Amazon Alexa+, Seattle, WA

Senior Art Director

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

01.2025 – 5.2025

Boundless Immigration, Seattle, WA

Senior Product Designer & Brand Designer

Lead Product Designer for the B2C immigration portal, and Brand Designer company wide. Took an existing framework and optimized the company branding to strengthen their visual identity, improve consistency, streamline the creative process, and accommodate the addition of a new B2B sector.

06.2023 – 10.2024

Amazon Special Projects, Seattle, WA

Brand & Product Designer

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

03.2020 – 04.2023

Amazon Halo, Seattle, WA

Brand & UX Designer

Branded and launched Amazon's Health & Fitness line. Directed and Designed the Visual Brand Identity, packaging line, and marketing assets. Led photoshoots and worked with print shops to produce the packaging line. Worked with Software and UX to develop the mobile application.

05.2017 – 03.2020

Amazon Devices Marketing, Seattle, WA

Multimedia Designer

Led Brand and UX Design for new-to-word Amazon devices. Trained a team of Designers HTML and CSS to streamline production of yearly product launches. Assisted design teams across Amazon with Luna, Astro, Frames, and more.

EDUCATION

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

07.27.2016

Amazon design hackathon
winning team

08.2013 – 04.2017

Art Center College of Design
Edwards Scholarship & Ahmanson
Foundation Scholarship

WORKING KNOWLEDGE OF

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