

STEPHANIE OU

Senior brand and visual designer with 8+ years building creative systems, campaigns, and visual identities for B2B SaaS companies. I work across the full stack — brand strategy and identity, multi-channel campaigns, motion, and Webflow — which means I can set the vision and execute it, without the handoff tax. Known for scaling design output inside lean teams, reducing friction for marketing and sales, and producing work that holds up as companies grow.

EXPERTISE

Brand & Identity

Brand Strategy & Positioning
Visual Identity & Logo Design
Brand Guidelines
Design Systems

Campaign & Content

Multi-Channel Campaign
Sales Enablement
Social Content
Presentation Decks
Infographics
Data Visualization

Motion & Video

Video Production & Editing
Motion Graphics
Storyboarding

Web & Digital

Webflow Development
Landing Page Design
Wireframes & Prototypes
UI/UX

TOOLS

Figma • Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro) • Adobe Firefly • Claude • Webflow • HubSpot • Asana • Frame.io • Canva • Google Slides • PowerPoint

EXPERIENCE

APRIL 2023 – FEBRUARY 2026 | BLUE BITE | NEW YORK, NY

Design Lead

- Led creative direction across brand, web, campaign, and event work, setting the visual standard and ensuring consistency across every marketing touchpoint.
- Mentored a junior designer and managed an external Webflow developer sourced via Upwork, overseeing briefs, feedback cycles, and quality of output.
- Produced 100+ cross-channel assets per quarter across sales enablement, social, web, and paid media, managing campaign workflows end-to-end via HubSpot and LinkedIn.
- Built a scalable design system with 120+ reusable components, empowering non-designers to self-serve on-brand materials and reducing inbound design requests by 20%.
- Owned creative direction for 10+ annual trade show events (PACK EXPO, OAAA), from booth experience design to full collateral packages, consistently delivered within a 2-week turnaround.
- Managed 3 Webflow websites, including wireframes, CMS architecture, and UI enhancements, sustaining 30K+ monthly visitors.

JUNE 2019 – APRIL 2023 | BLUE BITE | NEW YORK, NY

Senior Designer

- Launched an in-house video studio, producing 60+ marketing videos that accumulated 600K+ views and 3.9K YouTube subscribers while eliminating outsourcing costs.
- Introduced an Asana-based design request workflow, cutting average project turnaround from 5 days to 3 days and improving visibility across 10+ cross-functional stakeholders.
- Developed modular sales decks — proposals, demos, case studies, and webinars — reducing content creation time by 20% and enabling 10 sales reps to self-serve materials independently.
- Streamlined video production by rendering 4+ aspect ratios per asset via batch processing, maximizing reach across mobile, web, and social.

STEPHANIE OU

EDUCATION

B.S. DEGREE

Advertising

University of Florida

GRADUATE CERTIFICATE

Web Design & Online Communications

University of Florida

LANGUAGES

NATIVE

Spanish

LIMITED WORK PROFICIENCY

French

EXPERIENCE CONTINUED

FEBRUARY 2018 – JUNE 2019 | BLUE BITE | NEW YORK, NY

Marketing Designer

- Produced multi-channel creative across 8 channels, including social graphics, email campaigns, digital ads, and sales presentations, supporting brand awareness and growth initiatives.
- Maintained a consistent cadence of 5 weekly posts across LinkedIn, Twitter, Instagram, and Facebook, tailoring content to platform-specific personas to drive engagement.
- Created evergreen content, including blog graphics, downloadable guides, and videos, using visual storytelling to establish brand thought leadership and sustain inbound lead flow.

FEBRUARY 2016 – JANUARY 2018 | SIMPLICITY CREATIVE GROUP

| NEW YORK, NY

Production Coordinator

- Managed the art department budget end-to-end, including cost center allocation, vendor contracts, invoice routing, and monthly expense reporting.
- Designed print and digital assets across 60+ sewing pattern SKUs, spanning editorial, packaging, brand identity, digital ads, and web.
- Collaborated across marketing, merchandising, and copywriting teams to maintain accuracy and consistency across all consumer-facing collateral.
- Contributed to product development, from trend interpretation and concept illustration to planograms, wireframes, and production-ready templates.

