



Yuliana Zhang

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Professional Summary

- Creative and results-driven visual designer with 7+ years of experience driving brand identity, digital experience, and go-to-market design in fast-paced tech environments. Known for translating complex narratives into clear, compelling visual systems that build trust, elevate perception, and support business growth.
- Owns end-to-end visual design across all brand touchpoints—driven by initiative, adaptability, and a strong focus on customer impact. Grounded in go-to-market strategy, with a proven track record of evolving brand language, driving engagement, and crafting stories that scale across web, event, and content platforms.
- Collaborates closely with cross-functional teams—including product managers, video producers, web developers, and marketing stakeholders—to plan and execute work across platforms. Builds scalable design systems and aligns with external agencies and vendors on both creative direction and production. Mentors junior designers and fosters a culture of shared craft and continuous growth.

Experience

Communication Designer

Applied Intuition

2024.5 - now

Mountain View

>>> Impact Highlights

- Led and owned art direction for Intersect 2024, Applied's flagship conference, from initial concept exploration through final production—delivering cohesive creative across the event website, signage, booth graphics, and environmental design. The event hosted 500+ attendees, 18 speakers, 12 sessions, and 50+ demo booths, achieving a 4.2 satisfaction rating.
- Designed go-to-market creative for the Series F launch, including user journey, press visuals, and digital brand assets that supported a successful funding announcement.
- Executed a wide range of visual assets across marketing and product touchpoints—including websites, presentations, one-pagers, social content, swag, and internal tools—ensuring a consistent, elevated brand presence.

>>> Strategic Initiatives

- Customized Applied's presentation design system for high-profile clients, including Porsche—leading to positive feedback and a direct request to reuse the materials internally.
- Created a dark-themed slide system to support audience-specific storytelling in technical/defense contexts.
- Refreshed branding across YouTube and LinkedIn, developing scalable thumbnail templates and banners for consistency across channels.

>>> Collaboration & Leadership

- Managed vendor relationships across events, swag, and print projects—overseeing production details, pricing, and quality to ensure strong design outcomes.

Visual Designer

Okta

2019.7 - 2024.2

San Francisco

>>> Impact Highlights

- Led and shipped around 30 product pages and launched 15 pages during Okta and Auth0 migration in Q4 2023.
- Led UX and design for Oktane 2023 conference site (13,600 attendees, \$300M+ pipeline), collaborating across 5 teams and overcoming launch blockers.
- Contributed to the 2021 Okta rebrand, partnering with Collins to define a new art direction—resulting in a +44% increase in average session duration on the Homepage and notable uplifts in conversion rates across key pages.

>>> Strategic Initiatives

- Created scalable templates for industry solutions pages and content modules.
- Built and maintained the Content Web UI kit to streamline workflows across internal and agency teams.
- Introduced Lottie-based animation for better performance and dev efficiency.

>>> Collaboration & Leadership

- Collaborated with agencies (Collins, Globant, Contrast) to maintain brand coherence.
- Led motion education sessions and provided mentorship to empower team members with animation skills and facilitate knowledge sharing within the team.
- Acted as a mentor to junior UX designers, offering guidance in goal-setting, structuring projects, and providing regular feedback to support their growth and development.

Illustrator / Motion Graphics Designer

Instapage

2017.2 - 2019.7

San Francisco

>>> Impact Highlights

- Produced ~100 videos in 2 years, increasing view count from 6K to 23K (+400%).
- Led art direction and motion design for product demos, campaigns, and how-to content.
- Standardized storyboarding templates to speed collaboration and production.
- Partnered with the CEO to align video design with brand values and messaging.

Technical Skills

- GPT-4o+Sora
- Midjourney
- Runway
- Figma
- Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro)
- Lottie Animation
- HTML/CSS/JavaScript
- Google suites
- Asana/Jira/Trello

Skillsets

- Art Direction
- Branding
- UI / Visual Design
- UX Strategy
- Motion Design
- Design System
- Prototyping

Education

Parsons School of Design

MFA, Design and Technology
2014 - 2016

University of Oregon

BS, Product Design
2011 - 2014