



Yuliana Zhang

Sunnyvale, CA (open to relocate)
541-654-2038
yulianazdesign@gmail.com
www.yulianazhang.com

Professional Summary

- Creative and product-minded brand designer with 8+ years of experience shaping visual systems for fast-growing startups and tech companies. Known for translating complex ideas into cohesive brand expressions that drive credibility, engagement, and growth.
- Served as the sole brand designer at Applied Intuition, elevating and systematizing the company's brand presence across every touchpoint—from digital experiences and go-to-market campaigns to large-scale events, product launches, and Series F funding communications that supported Applied's \$15B valuation after a \$600M Series F raise.
- Combines strategic thinking with executional precision—skilled at building scalable design systems, refining presentation frameworks, and producing cross-platform assets across web, motion, print, and environmental design. Collaborates closely with cross-functional teams and external vendors to ensure visual consistency, narrative alignment, and high production quality.

Experience

Communication Designer

Applied Intuition

2024.5 - now
Mountain View

>> Impact Highlights

- Served as the sole brand designer supporting Applied's hyper-growth stage—owning creative execution across web, events, campaigns, investor materials, and internal tools to deliver a cohesive, elevated brand experience.
- Led and owned art direction for Intersect 2024, the company's flagship conference, leading concept through final production across website, signage, booth graphics, and environmental design. The event hosted 500+ attendees, 18 speakers, and 50+ demo booths, achieving a 4.6 satisfaction rating.
- Designed go-to-market creative for the Series F funding launch, including investor decks, press assets, and digital brand storytelling that supported a \$15B valuation.

>> Strategic Initiatives

- Built and standardized presentation and visual systems for high profile audiences—including a Porsche client deck that was later adopted company-wide.
- Created a dark-themed storytelling system tailored to defense and technical audiences, improving clarity and adoption across sales and conference materials.

>> 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

- Directed UX and visual design for Oktane 2023, the flagship conference website (13,600 attendees, \$300M+ pipeline), collaborating across five teams to deliver an on-time, high-impact launch.
- Led and shipped 30+ product and solution pages, including 15 new launches during the Okta-Auth0 migration, ensuring seamless brand and UX continuity across platforms.
- Contributed to the 2021 Okta rebrand in partnership with Collins—defining the new art direction and system architecture, resulting in a +44% increase in homepage session duration and improved conversion rates across key pages.

>> Strategic Initiatives

- Built and maintained the Web UI Kit, streamlining workflows for internal and agency teams and establishing visual consistency across okta.com.
- Developed modular content templates for okta.com, enabling faster page deployment, easier content updates, and consistent brand expression across marketing campaigns.
- Introduced Lottie-based motion animations to enhance performance and developer efficiency across product and marketing experiences.

>> Collaboration & Leadership

- Partnered with global agencies (Collins, Globant, Contrast) to maintain brand coherence and extend the rebrand system across touchpoints.
- Led motion design education sessions to upskill designers and engineers, fostering cross-team fluency in animation principles and tools.
- Mentored junior UX designers on design process, goal-setting, and craft development, providing feedback to support long-term growth.

Illustrator / Motion Graphics Designer

Instapage

2017.2 - 2019.7
San Francisco

>> Impact Highlights

- Produced 100+ product and campaign videos over two years, growing total viewership from 6K to 23K (+400%) and strengthening the company's visual marketing presence.
- Directed motion and visual design for product demos, explainer videos, and how-to content that enhanced customer education and engagement.
- Partnered directly with the CEO to align video narratives and visual style with brand positioning and product messaging.

Technical Skills

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