

Hi, I'm Jeff Xu

I am an expert at solving complex problems, thriving under limitations, and transforming abstract concepts into tangible experiences and artifacts through a design process grounded in empathy, context, hierarchy, thoroughness, precision, and aesthetics.

My Skills & Interests

Design Capabilities

- Visual design
- UI/UX design
- Prototyping
- Information design
- Data visualization
- Design systems
- Brand design
- User research
- Human-centered design
- Accessible & responsive design

Superpowers

- Craft-driven, meticulous, and methodical.
- Strong design background and formal art and design school education.
- Adaptable to and comfortable with uncertainty.
- Reliable and dependable.

Tools

Figma, Sketch, Adobe Suite, Mural, Google/Microsoft suites

Hobbies & Interests

- Camping and off-roading
- Photography, videography
- 3D Printing, electronics, CAD
- Astronomy
- Automotive, aerospace

My Experience

Senior Visual Designer

Blue Cross Blue Shield of Michigan May 2020–June 2025

- Develop visual design assets and UI/UX prototypes with a complex, end-to-end approach and consideration of dependencies, often within ambiguous or shifting environments, for user testing, design validation, and implementation.
- Collaborate cross-functionally with IT, project stakeholders, SMEs, and leadership to better deliver functional and relevant products, design assets, and deliverables while fostering inter-team trust and advocating for human-centered design.
- Create and collaboratively maintain the Design Studio design system guidelines, patterns, and templates, ensuring consistency, accessibility and scalability.
- Explore and develop unique project-based sub-branding opportunities and identity systems to highlight important and distinct initiatives, including curating color palettes, typography, iconography, illustration and photography styles.
- Work with the project teams to create user and internal business design journey maps, design blueprints, wireframes and visual representations of complex systems.
- Assist with user testing, gathering qualitative and quantitative data and insights.
- Design both digital and print visual assets and aids for business, SME and stakeholder workshops, presentation decks, and marketing mockups.
- Mentor service designers and junior designers.

Visual Designer

Hearst Autos October 2016–April 2020

- Provide visual design assets, such as responsive layouts, illustrations, iconography, and information design, for Hearst Autos brands and websites, including Car and Driver, Road & Track, R&T Crew, R&T Experiences, and Autoweek.
- Create data visualizations for the Buyer's Guide In-Depth Reviews, online editorial content, and OEM marketing clients.
- Facilitate collaboration and strategy between the editorial and creative teams.
- Produce digital, photo, and video content for social media and feature articles.
- Design and manage the library of marketing presentation decks and other templates for Hearst Autos brands.
- Assist in testing vehicles for the Buyer's Guide, including evaluating and comparing vehicle infotainment systems and dashboard designs.

My Education

University of Michigan Bachelor of Fine Arts

- BFA with focus on Industrial and Graphic Design, with additional experience in HMI, conceptual/speculative design, 2D/3D prototyping, CAD, user testing, and fabrication.
- Vehicle Designer for ARPA-e Litecar Challenge Innovative Design Component Winning Team in collaboration with School of Engineering.