
Hi, I'm Jeff Xu

I have experience in Visual and Product Design and am currently located in Ann Arbor, Michigan.

I am skilled at solving complex problems, adapting to limitations and constraints, and effectively communicating abstract concepts and ideas through a design process rooted in context, empathy, hierarchy, precision and beauty.

My Skills & Interests

Design Capabilities

- Visual design
- UI/UX design
- Prototyping
- Data visualization
- Branding
- Design systems
- User research
- Business design
- Print and apparel design

Tools

Design tools

- Figma, Sketch, Adobe Suite

Prototyping

- Figma, Webflow

Planning & Operational

- Mural, Google/Microsoft suites

Hobbies & Interests

- Camping
- Off-roading & Overlanding
- Photography
- 3D Printing & CAD
- Astronomy
- Aerospace & automotive

My Experience

Blue Cross Blue Shield of Michigan

Senior Visual Designer May 2020–June 2025

- Collaborate with stakeholders and business leadership to communicate strategic goals and business ideas through conceptual visualizations and storytelling.
- Work with the project team to create user and internal business journey maps, design blueprints, and visual representations of complex systems.
- Develop conceptual UI designs and prototypes for user testing, insight generation and design validation.
- Explore unique sub-branding opportunities to highlight important and distinct project initiatives.
- Help create and manage a design system for the Design Studio, including style guides, deck and mural templates.
- Design digital and print assets for business workshops, presentations, and marketing strategies.
- Foster relationship-building, cross-functional collaboration, and design advocacy through visual design support and mentorship

Hearst Autos

Visual Designer October 2016–April 2020

- Provide visual and brand design for Hearst Autos brands and websites, including Car and Driver and Road & Track magazines.
- Manage visual layouts and assets for features and digital editorial content.
- Produce data visualizations for OEM clients as well as for digital editorial content, such as the Buyer's Guide In-Depth Reviews.
- Design and manage the master presentation deck library and templates for all Hearst Autos brands.
- Facilitate collaboration and strategy between editorial and creative teams to produce digital, social, and video content.

My Education

University of Michigan Bachelor of Fine Arts

- Degree with a focus on Industrial and Product Design.
- Help re-form and organize the local Industrial Designers Society of America University of Michigan Chapter.
- Designer for ARPA-e Litecar Challenge Innovative Design Component Winning Team in collaboration with School of Engineering.