

# Alexis Giulianna

Visual Designer | [www.alexisgiulianna.me](http://www.alexisgiulianna.me) | [alexisgiulianna@gmail.com](mailto:alexisgiulianna@gmail.com) | 415.902.4518

## Summary

I'm a multidisciplinary designer who loves creating visuals that bring brands to life and connect with people. I have a skill for turning complex information into engaging, data-driven designs that are both visually compelling and impactful. By collaborating with teams across different functions, I've helped boost user engagement and create cohesive experiences that truly resonate.

## Experience

### RVO Health

Senior Visual Designer | June 2021 - June 2024

- Elevated the brand identity for Optum Store by enhancing user engagement and content creation across digital platforms. Applied design expertise across digital and print mediums to engage a broad audience.
- Improved performance by leveraging data-driven insights to optimize 360 marketing campaigns, enhance engagement metrics, and strengthen brand visibility across multiple platforms.
- Developed design systems for Bezy's social accounts to strengthen brand identity and boost follower engagement, utilizing Adobe Creative Suite and Canva.
- Executed over 100+ static and animated graphics across diverse social media platforms, contributing to a notable rise in user interaction and content sharing.
- Designed engaging assets for digital ads and e-newsletters, boosting click-through rates by 70% and improving customer retention.

### Healthline Media

Brand Designer | October 2018 – June 2021

- Refreshed and expanded the visual identity for Healthline across multiple media to strengthen brand presence, boost user engagement, and deliver impactful content to a wide digital audience.
- Developed design systems for Healthline, Greatist and Psych Central to establish style and tone, generating multiple creative concepts for product launches, seasonal campaigns, email and marketing initiatives.
- Led design for Healthline Lessons, a new platform with engaging visuals, informed by data and audience insights, that increased lesson completion rates by 32 percentage points (from 18% for articles to 50% for lessons).
- Refined and tested prototypes for web assets, incorporating user insights to drive a 23.9% increase in user engagement through practical design solutions.
- Partnered with copywriters, photographers, marketing teams, and the UI/UX team to ensure cohesive brand messaging and seamless integration of visual elements across multiple platforms for a unified user experience.

## **BootstrapLabs**

Marketing Designer | April 2017 – August 2017

- Responsible for shaping the overall image of a leading tech conference, driving a sold-out event through strategic experiential planning.
- Translated stakeholders requirements and brand guidelines into visually appealing design concepts and oversaw physical samples, proofing, and press checks to ensure asset quality creation
- Communicate with outside vendors and printers to make sure design projects are completed successfully, supplying required files and details as needed.
- Designed all marketing materials for the event, both digital and offline, including banners, brochures, agendas, and additional marketing materials, ensuring essential information was effectively communicated across all channels.

## **Sethi Couture**

Marketing & Social Media Designer | April 2016 - March 2017

- Enhanced the visual appeal of social graphics, ad campaigns, website design, and marketing collateral for 20+ clients, resulting in a notable increase in client retention rates over the years.
- Designed graphics that adhered to brand guidelines and effectively communicated marketing messages across channels, including email newsletters.
- Researched the latest design trends, techniques, and emerging platforms to ensure the visual content remained fresh, relevant, and visually appealing to the target audience.
- Designed a style that maintained the brand's core elements while incorporating its heritage, leveraging authentic and personalized photography to capture the brand's personality.

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## **Education**

The Art Institute of California San Francisco

2014-2017

Associate of Arts | Fashion Marketing

Academy of Art University

2010-2014

Bachelor of Fine Arts | Illustration

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## **Skills**

Brand Design, Brand Strategy, Marketing Campaigns, Illustration, Social Media, Creative Direction, Design Systems, Digital Design, Illustration, Co-Branding, UI Design, Visual Identity, Cross Team Collaboration, Image Archiving, Photo Editing, Image Manipulation, Problem Solving, Visual Concepts, Presentation Templates, Adobe Creative Suite, Figma, Sketch, Invision, Slack, Google Slides, Google Office, Asana, Wordpress, HTML, CSS