Alexis Giulianna

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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

Meta
GenAI Annotations Visual Arts Specialist | June 2025 - January 2026

- Contributed to training and refining generative AI models to produce extremely high-quality images and creative content, applying expert design judgment to elevate visual fidelity, style coherence, and creative intent.

- Embedded as a designer in the model training loop, shaping AI's interpretation of composition, lighting, and style to enhance visual creativity.

- Delivered high-quality annotated datasets by labeling 80–120 images daily, directly supporting improvements in AI image generation quality and consistency.

- Audited 30–50 vendor annotations weekly, flagging creative and technical inconsistencies to uphold strict data and design standards.

- Collaborated on creating documentation that defines high-quality design criteria, guiding cross-functional teams in evaluating AI outputs.

RVO Health
Senior Visual Designer | June 2021 - June 2024

- Strengthened Optum Store's brand identity through UI-focused improvements that increased user engagement and content creation across digital platforms, supported by cohesive design work across digital and print.

- 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 Bezzy's social accounts to strengthen brand identity and boost follower engagement, utilizing Adobe Creative Suite and Figma.

- 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.

- Led the development of design systems for Healthline, Greatist, and Psych Central, establishing cohesive style and tone and driving multiple creative concepts for product launches, seasonal campaigns, and marketing initiatives through A/B testing and performance insights.

- 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 product and marketing teams 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, contributing to a 100% sold-out event with 500+ attendees 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, PowerPoint presentations and additional marketing materials, ensuring essential information was effectively communicated across all channels.

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

Skills

Brand Design, Brand Strategy, Marketing Campaigns, 3D, 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, Microsoft Powerpoint, Slack, Google Slides, Google Office, Asana, Wordpress,