

# Alexis Giuliani

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

### 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 strategic design enhancements, driving higher user engagement across digital platforms and ensuring a cohesive visual presence across both 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 scalable design systems and reusable templates for social and marketing channels using Figma and Adobe Creative Suite to boost follower engagement.
- Executed 100+ static and animated graphics across diverse social media platforms, creating scalable templates and systems that contributed to a notable rise in user interaction and content sharing.
- Designed engaging assets for CRM and lifecycle marketing, including e-newsletters and digital ads, boosting click-through rates by 70%

## **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, increasing lesson completion rates from 18% to 50% through engaging, data-informed visuals.
- 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 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.
- Produced all event marketing materials, including digital banners, brochures, and compelling PowerPoint presentations for stakeholders.

## **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**

Design: Brand Design, Brand Strategy, Marketing Campaigns, Email Marketing 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, Tools: Adobe Creative Suite, Figma, Sketch, Microsoft Powerpoint, Slack, Google Slides, Google Office, Asana, Wordpress