

Alexis Giulianna

Visual Designer | www.alexisgiulianna.me | 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

Wealthfront

Visual Designer | March 2026 – Present

- Design and produce weekly editorial newsletter content, establishing scalable visual systems and style guidelines to ensure consistency across recurring communications.
- Create end-to-end brand and marketing assets, including tentpole campaign visuals, experimental marketing creatives, and channel-specific content for social, email, and mobile.
- Develop illustrations and data-driven visuals to translate complex financial concepts into clear, engaging storytelling for diverse audiences.
- Produce ~5+ weekly visual assets (charts, blog headers, illustrations) to support a high-velocity content vertical and maintain consistent publishing output.
- Leverage Figma and Adobe Creative Suite to deliver high-fidelity, detail-driven designs, emphasizing refined visual hierarchy, balanced composition, and careful attention to detail.

Microsoft

Graphic Designer | February 2026 – Present

- Develop detailed visual systems, layout frameworks, and guidelines to improve AI output quality, consistency, and reduce manual correction needs.
- Optimize and restructure slide architectures to improve model reliability, ensuring outputs remain coherent, consistent, and on-brand.
- Lead evaluation and testing of emerging AI features, translating pilot insights into actionable improvements for scalable design workflows.
- Lead the testing for new AI features, turning what we learn during pilots into real-world improvements for our design process.
- Collaborate cross-functionally with product and content teams to establish feedback loops, quality standards, and review processes for high-volume production pipelines.

Meta

GenAI Annotations Visual Arts Specialist | May 2025 – January 2026

- Reviewed 50–100 AI-generated images daily for quality, style, and consistency, ensuring alignment with strong design principles 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.
- Work closely with product and content teams to set up better feedback loops and quality checks for our high-volume workflows.
- Audited 50-100 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

- 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 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.

Education

Academy of Art University

2010-2014

Bachelor of Fine Arts | Illustration

The Art Institute of California

2014-2017

Associate of Arts | Fashion Marketing

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