

ESTELLA

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Multidisciplinary designer specializing in branding, graphic, digital, and commercial art direction. Passionate about crafting compelling visual narratives and scalable, strategic design solutions while pushing stylistic boundaries.

Tools

Figma
Adobe Creative Suite
Affinity/Canva
Blender/Cinema 4D
Midjourney/Firefly
Webflow

Capabilities

Brand Identity & Strategy
Visual Design Systems
Art Direction
Experiential Design
UI/UX Design
Motion & Digital Design

Education

School of the Art Institute of Chicago

Master of Fine Arts in
Visual Communication Design

Syracuse University

Bachelor of Science in Advertising
Minor in Animation

Recognition

Award

Cannes Lions, The One Show, D&AD, AI-AP, 3X3, London International, Communication Arts, Graphis,

Feature

The New York Times, Lürzer's Archive, AdAge
Creative Quarterly, CICA museum, Pittville Press

Experience

Designer

Lazarus AI | 2025-Present

Leading the end-to-end development and execution of brand design, building a cohesive visual identity across digital, print, and product touchpoints. Creating and maintaining brand guidelines to ensure consistency across marketing, product, and internal communications. Designing marketing campaigns, digital assets, product demos, and web experiences that translate complex AI concepts into clear, engaging visuals. Partnering with marketing and growth teams to create conversion-focused assets that drive lead generation and support revenue goals. Collaborating with cross-functional teams to align creative output with strategic objectives.

Design Director

Ogilvy | 2022-2025

Leading design executions for high-profile projects and clients such as Absolut, Tyson, SC Johnson, Zendesk, and Sargento. Managing a multidisciplinary team of designers, art directors, and production artists. Collaborating closely with clients to craft compelling visual narratives, deliver strategic design solutions, and ensure a thorough understanding of the design process. Overseeing all aspects of design development and creative production, while driving design in new business pitches and fostering a healthy design culture.

Designer

Havas | 2020-2022

Led design and art direction for Babybel, the National Association of Realtors, and Moen across digital, social, and experiential channels. Built scalable brand systems and designed assets for Reynolds, Michelin, and PayPal. Partnered with clients to align creative direction and developed the visual identity for Havas' AAPI community.

Designer

Redis Labs | 2020-2021

Directed design and art direction initiatives supporting Redis Labs through its IPO process. Implemented a unified design system across marketing, product, and editorial channels, reinforcing brand consistency in a high-growth tech environment. Designed interfaces, wireframes, and visual systems for RedisConf, the company's annual developer conference, elevating brand storytelling and user experience. Created layouts for Redis Labs' publications and whitepapers, simplifying technical concepts through clear, data-informed design.

Designer

Leviathan | 2020

Developed digital and installation experiences for the Art Institute of Chicago, Jabil, and Galaxy Macau. Designed identity systems, data visualizations, and interactive displays that merged art, data, and technology for large-scale environments.