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ESTELLA HUIXIN XIAN

RECOGNITION

Cannes Lion
London International
The One Show
D&AD Winner
Shorty Award
Addy Award
Applied arts
Creative Quarterly
3X3 Illustration Winner
Young Ones ADC
AI-AP Winner
GRAPHIS

EXHIBITION

Cheltenham Illustration Exhibition
Cheltenham, UK | 2021

"Portrait 2021" Exhibition
CICA Museum, Korea | 2021

AIGA SAIC Show Don't Tell
(group), Chicago, IL | 2020

SKILLS

Branding & Visual Identity
Digital Experience Design
Art direction
Illustration
UI/UX design
Storyboarding
Editorial Design
Presentation Design
Brand strategy & Research
Print Production

TOOLS

Adobe creative suite
Figma/Adobe XD/Sketch
Principle/Protopie
Maya/Keyshot/Rhino/Fusion
Unity/Final cut pro/Twine
Midjourney/Firefly/Dall-E

EXPERIENCE

ASSOCIATE DESIGN DIRECTOR

Ogilvy | 5/2022-Present

- Design lead for Absolut, Glade, and Ogilvy global branding. Overseeing design and production for brand visual identities, design systems, digital experiences, social contents, brand campaigns, and activations.
- Created branded experiences for Chicago International film festival, City of Chicago, Tyson Foods, SC Johnson, Ecolab, and Kotex.
- Visual lead in agency pitches and DE&I identity development.

DESIGNER

Havas | 5/2020-5/2022

- Design lead for Babybel, National Association of Realtors, Havas Chicago branding, and agency pitches. Art directed and designed brand visual identities, animations, films, social contents, digital assets, outdoor experiences, exhibitions, and editorial materials.
- Crafted branded experiences for Moen, Reynold's, Michelin, and Paypal.
- Created Havas' AAPI community visual identity and social content.

DESIGNER

Redis Labs | 7/2020-6/2021

- Editorial design for Redis publications and industry whitepapers.
- Leading digital, social, and print production for Redis internal marketing.
- Developed web, mobile experience, and brand identity system for the 2021 Redis labs' annual tech conference, Redisconf.

DESIGNER

Leviathan | 2/2020-5/2020

- Crafted digital and outdoor experiences for the Art Institute of Chicago Monet exhibition pitch and Jabil Blue Sky Center interactive display. Created identity system, virtual experiences, and digital assets.
- Developed data visualization, wayfinding system, and exhibition material proposal for Galaxy Casino in Macao.

INSTRUCTOR

SCHOOL OF THE ART INSTITUTE OF CHICAGO | 7/2019-2/2020

- Developed and implemented curriculum for undergraduate studio classes, encompassing essential visual communication design theory and hands-on application, while overseeing course management, including syllabus creation, grading, studio leadership, demonstrations, and lectures.

EDUCATION

SCHOOL OF THE ART INSTITUTE OF CHICAGO
Master of Fine Arts in Visual Communication Design 2018-2020

SYRACUSE UNIVERSITY GPA: 3.9/4.0
Master of Fine Arts in Visual Communication Design | 2018-2020