HAOLAI **(FRANCIS)** ZHOU

[VISUAL COMMUNICATOR]
[BRAND STRATEGIST]
[PROBLEM SOLVER]

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[ADD]
22335 Foothill Blvd
Unit 4029
Hayward, CA 94587

[SKILLS & EXPERTISE]

Art direction
Branding
Brand strategy
Brand guideline
Brand governance/consistency
Brand design system
Photography/Typography
Illustration/Hand drawing
Design operations
Design workflow optimization
Presentation design
Global campaigns
Global partnerships/co-marketing
Marketing material
GTM / product launch design
Lifecycle & growth design
Social media strategy
Design thinking
Project management
Stakeholder management
Cross-functional collaboration
Product design/UI/UX
Product thinking
Product strategy
Experimentation / A/B testing
Localization (global markets)
Scalable creative templates
Accessibility
Prototyping
Vibe coding
Video editing
Motion graphic/ Animation
AI creative workflows
AI toolkit building
AI-enabled concepting & production
Prompt crafting for Ideation
AI generation

[PROFILE]

Senior visual and brand designer with 10+ years of experience spanning global brand systems, product launches, growth design, and AI-driven initiatives across tech and cultural organizations. I bridge brand, product, and marketing to deliver scalable systems, clear narratives, and measurable business impact across consumer, enterprise, and global markets.

[WORK EXPERIENCE]

SENIOR VISUAL DESIGNER, GLOBAL CREATIVE

UDEMY, INC. (San Francisco 2022–present)

- Drive Udemy's global brand evolution and design systems across marketing, product, lifecycle, and internal communications, establishing scalable frameworks that improved design consistency, increased production efficiency, and enabled brand alignment across D2C and Udemy Business teams worldwide.

- Define AI creative direction and visual systems, establishing the foundational look and feel for Udemy's AI-powered initiatives and delivering reusable toolkits now adopted across AI product launches, global campaigns, live events, and internal communications, becoming the standard for how AI is visually represented across the organization.

- Lead product launches and GTM initiatives in close partnership with PMM, Lifecycle, Paid Social, Demand Gen, and PDE teams, owning end-to-end creative execution and contributing project leadership on accelerated timelines, supporting launches such as AI Assistant, Role Play, Career Accelerator, and In-Course Labs, which collectively drove 13,000+ Role Play simulations and 14M+ GenAI course enrollments.

- Deliver revenue-focused subscription and growth design across onboarding, upgrade, winback, and engagement initiatives, supporting 8% year-over-year subscription revenue growth and contributing to Udemy surpassing its 300,000 paid subscriber target ahead of plan, while balancing UI/UX quality with conversion, retention, and LTV goals.

- Serve as the sole design lead for APAC markets, owning co-branding, localization, and partnership initiatives across China, Japan, and Korea, adapting global brand systems to regional cultural and market needs while maintaining consistency, and supporting global events and activations across AMER, EMEA, and APAC.

- Lead design for strategic global partnerships including Google, OpenAI (ChatGPT), Amazon AWS, and McLaren, spanning in-product experiences, GTM campaigns, and Udemy Business activations, helping strengthen enterprise credibility, partner alignment, and cross-channel execution.

- Operate as a senior design lead across complex initiatives, mentoring junior and peer designers, improving cross-team workflows, supporting onboarding, and maintaining delivery momentum during periods of ambiguity or limited PM support, resulting in stronger team alignment and more reliable execution across high-priority launches.

- Manage and evolve the Annual Promo Design System Refresh for the consumer marketplace, supporting monthly promotions, global holiday campaigns, flash sales, and quarterly Centerpiece moments, enabling scalable execution across multiple years while maintaining creative freshness and performance consistency.

- Develop motion graphics, storyboards, and keyframes in support of campaign narratives and product storytelling, ensuring cohesive visual expression across static, motion, and interactive formats.

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[WORK EXPERIENCE]

SENIOR BRAND DESIGNER
SAN FRANCISCO BALLET, San Francisco 2020–2022

- Taking charge of all design requirements for the whole company, and focusing on building up the whole brand design system, and create a new 2021 Season Design Style Guide for SF Ballet. The new design direction affects both print and digital production designs for new 2021 seasonal upcoming ballet programs and special events. The design material is also essential for driving tickets sale.

- Worked directly with all departments, and making art direction/suggestions of brand strategy to keep the consistency of the SF Ballet brand.

SENIOR VISUAL DESIGNER
KOLMOSTAR, Fremont, CA 2019–2020

- Led visual identity design for the pre-launch of the new product "Pupstar GPS tracker". (Achieved over 10 International design awards and brought brand awareness and impact across regions.

- Oversew the visual design requests for Monthly Magazine, print advertising, e-commercial projects especially on social media promo desgin assets

GRAPHIC DESIGN SPECIALIST
SAN FRANCISCO BALLET, San Francisco 2017–2019

- Worked directly with the Design team and Marketing Managers to conceptualize, execute and produce printing production designs for our upcoming ballet performances, campaigns, and San Francisco Ballet School Education Programs. It includes program books, brochures, posters and any advertisements for our performances and events. Also, work directly with Web Media Manager on our web visual design and social media graphics.

BRAND DESIGNER
YIBANG DESIGN AGENCY, Shanghai, Beijing & San Francisco 2019

- Worked remotely with Art Directors, both located in Shanghai and San Francisco office, for multiple Clients in China. Focused on brand identity, visual communication, digital marketing, and environmental design.

MARKETING GRAPHIC DESIGNER
JINS EYEWEAR US, Inc. San Francisco 2017

- Delivered integrated retail and marketing design across in-store visual presentation, signage, email, social, e-commerce web, and outdoor advertising, supporting nationwide brand presence.

- Translated business and marketing objectives into clear, compelling visual systems that strengthened brand recognition and customer engagement.

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[DESIGN AWARDS / ACHIEVEMENT]

- MUSE CREATIVE DESIGN AWARDS – PLATINUM & GOLD WINNER
- A' DESIGN AWARD & COMPETITION – SILVER & BRONZE WINNER
- INTERNATIONAL DESIGN AWARDS (IDA) – GOLD, SILVER & HONORABLE MENTION
- GDUSA AMERICAN GRAPHIC DESIGN AWARDS – WINNER
- PARIS DESIGN AWARDS – WINNER
- LONDON INTERNATIONAL CREATIVE COMPETITION – WINNER & FINALIST
- INDIGO DESIGN AWARDS – SILVER & BRONZE WINNER
- CREATIVE COMMUNICATION AWARD (C2A) – WINNER

[PUBLICATIONS & MEDIA RECOGNITION]

- Featured in Creative Boom, NetEase, Tencent, Phoenix Media, Sina
- Work published in A' Design Award Yearbooks and IDA Annual Books

[AFFILIATION]

- AIGA Member (The American Institute of Graphic Arts), San Francisco Chapter
- AIVA Member (The Academy of Interactive & Digital Arts)

[JURY MEMBER]

- The Communicator Art Design Awards
- W3 Awards
- Davey Awards

[EXHIBITION]

- My design work, Pupstar Brand Identity, has been **exhibited in Italy, at Museo del Design** - Via Bellinzona 15, 22100, Como / Italy, from 1st of June, 2021 to 18th of June, 2021, as part of a very prestigious international good design exhibition.

  Discover my work here: http://www.designers.org/design.php?ID=114266

[SOFTWARE SKILLS]

Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma (Figma slides, Figma Make, Figma Buzz), Canva, Miro, Notion, Asana, Jira, Sketch, Adobe Experience Design, Webflow, Framer, HTML & CSS, After Effects, Cinema 4D, Jitter, Rive, Spline, Midjourney, Runway, Relume, ChatGPT, Gemini, Cursor, Stable Diffusion, Luma AI, Lumi AI, Pika.

[LANGUAGES]

English, Mandarin

[EDUCATION]

ACADEMY OF ART UNIVERSITY
San Francisco, CA
Master of Art, School of Graphic Design 2017

NANJING NORMAL UNIVERSITY
Nanjing, China
BFA School of Graphic Design 2014