

JIANHUI (BARRY) XIE

GRAPHIC DESIGNER | CREATIVE TECHNOLOGIST | WEB DESIGNER

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PROFILE

Graphic Designer with 10+ years in advertising, combining strong conceptual design with hands-on front-end execution across print, digital, motion, and code. Skilled at translating creative direction and brand strategy into complete, on-brand campaign systems — designing and building production HTML, CSS, JavaScript, and GSAP animation alongside the visual work. Experienced across integrated campaigns, UX/UI design, responsive web, design systems, HTML5 animation, and brand execution for national and global clients. Bilingual in English and Mandarin.

CORE EXPERTISE

Design & Craft: Branding, Visual Identity, Design Systems, Typography, Layout, Campaign Design

Web & Interactive: UX/UI Design, Responsive Web Design, HTML5 Banners, HTML, CSS, JavaScript, GSAP

Motion, Tools & Software: After Effects, Premiere Pro, Adobe Photoshop, Illustrator, InDesign, Figma, Social & Presentation Design

PROFESSIONAL EXPERIENCE

Art Director

APartnership | New York, NY 2018 – Jul 2026

- Designed and built creative work end-to-end — concept through launch — across digital, web, social, print, email, and motion for major national and global brands, including Bank of America, Humana, Spectrum, CDC, and NYU Langone Health.
- Executed brand strategy into complete campaign systems: visual identity, responsive websites, landing pages, HTML5 banners, eBlasts, social assets, and pitch presentations, maintaining design consistency across every touchpoint.
- Built the UX/UI-driven digital experiences on projects — writing production HTML, CSS, JavaScript, and GSAP animation — bridging design and development so ideas shipped exactly as designed.
- Collaborated with strategy, copy, account, and development teams to bring campaigns to life; supported execution on new-business pitches and worked alongside junior designers on craft and process.

Associate Art Director

APartnership | New York, NY 2014 – 2018

- Built multi-channel campaign work — digital, print, social, email, web — translating brand strategy into cohesive, on-strategy executions across every channel.
- Owned the technical build on every project: responsive websites, landing pages, interactive experiences, and HTML5 advertising, while contributing directly to conceiving and client-facing pitch work.

Designer

VIDA Graphic and Sign | New York, NY 2010 – 2014

- Designed wayfinding, signage, and environmental graphics for clients including H&M, Nike, and WeWork; prepared production-ready artwork and coordinated directly with architects and fabricators from concept through final installation.

EDUCATION

BTech, Communication Design – Web Design | CUNY New York City College of Technology | June 2013

Magna Cum Laude • GPA 3.85 • Senior Project: Select Exhibition Finalist