

Chia Wu, Digital Design Director

www.chiawu.com | iamchiawu@gmail.com | 562-822-6691 | [linkedin.com/in/chia-yi-wu](https://www.linkedin.com/in/chia-yi-wu)

Digital Design Director with 15+ years of experience leading creative direction, UX strategy, and digital experiences for global brands. I bring creative vision and strategic thinking together to turn complex challenges into thoughtful, intuitive experiences while guiding multidisciplinary teams to bring ambitious ideas to life.

CORE EXPERTISE

Creative Direction · UX Strategy · Digital Design · Brand Strategy · Team Leadership

PROFESSIONAL EXPERIENCE

Digital Design Director

SmartMagic (formerly ELA) | Irvine, CA | 2014–Present

Lead creative direction and digital experience strategy for Thermador, shaping the brand across websites, product launches, campaigns, and digital touchpoints for more than a decade.

- Lead digital creative direction and UX strategy for global brands including Thermador, Starbucks, and Bosch, connecting business objectives with thoughtful, user-centered digital experiences.
- Direct the evolution of Thermador's digital presence, shaping creative vision, UX/UI design, content strategy, and brand standards across its website, campaigns, and digital platforms.
- Led the strategy and design of the Thermador Kitchen Package Planner, transforming a complex promotional program into an intuitive, personalized experience that increased sales leads by **44% in its first month** and package sales by **50% in year one and 127% in year two**.
- Directed the digital creative approach for the global Starbucks x Peanuts campaign, developing a cohesive visual language and storytelling experience across **87 markets and more than 14,000 stores**.
- Lead and mentor a multidisciplinary team of 6–8 designers and copywriters, shaping creative direction while fostering collaboration, ownership, and professional growth.
- Partner with creative, strategy, development, and client stakeholders to translate complex challenges into scalable digital solutions, maintaining creative quality from concept through execution.

PROFESSIONAL EXPERIENCE - CONTINUED

Freelance Design Director

ISH Foods | Remote | Los Angeles, CA | 2023

- Led creative direction and UX strategy for a consumer-focused website redesign that preserved essential functionality for retail partners.
- Directed research, audience personas, and three creative concepts to make plant-based seafood more approachable through food-first storytelling and intuitive product discovery.
- Guided the final design direction and transitioned the experience to the internal team with a roadmap for future improvements.

Co-Founder & Chief Creative Officer

Boba & Vespa (now The Kind Pet) | Los Angeles, CA | 2016–2021

- Co-founded a sustainability-focused pet products brand, establishing its creative vision, positioning, and identity from the ground up.
- Led brand identity, product design, packaging, e-commerce, and digital marketing, creating a cohesive customer experience across physical and digital touchpoints.
- Collaborated with manufacturing and business partners to bring environmentally conscious products to market, balancing design, usability, and commercial needs.

Lead Visual Designer

Traffik Advertising | Irvine, CA | 2009–2014

- Led visual design across digital, print, and environmental campaigns for national brands, translating creative concepts into cohesive experiences across channels.
- Collaborated with creative and account teams to develop and execute integrated campaigns, establishing a foundation in art direction, brand storytelling, and multidisciplinary design.

EDUCATION

California State Polytechnic University, Pomona

B.A. in Graphic Design · 2009