

Ting Chou ✨

Senior Designer · Brand & Product Systems

I build design systems from the smallest detail outward, holding together as they scale. Over a decade in design, much of it in edtech: I owned graphic design across IXL, a learning platform serving **18M+ students worldwide**. I created the visual system for Takeoff, a 3,000+ page K–5 curriculum approved by the California State Board of Education and used by **1 in 5 California students**. My consumer workbook designs became **Amazon bestsellers**, and my booth designs have anchored IXL's presence at ISTE, the largest edtech conference in the U.S.

Across **brand, product, print, and space**, I keep craft consistent from a single piece to thousands.

EXPERIENCE

Senior Graphic Designer (Product, Visual, and Brand)

IXL Learning, San Mateo, CA · July 2022 – March 2026

- Developed the complete visual identity and design system for Takeoff, a K–5 math curriculum spanning thousands of pages, adopted statewide in California and Florida.
- Identified a colorblindness accessibility gap and rebuilt the color logic across all grade levels without delaying delivery.
- Led creative production for IXL's consumer workbooks, including multiple Amazon bestsellers.
- Owned project intake and assignment for the design team, and mentored contract designers to maintain quality at scale.
- Built workflows and component standards that kept a cross-functional team aligned across multiple product lines.

Graphic Designer (Design Lead for Atlas & Yummy crate Line)

KiwiCo Inc., Mountain View, CA · Dec 2019 – May 2022

- Led design for the Atlas crate line, covering packaging, instructions, and components shipped to subscribers monthly.
- Launched the Yummy line from scratch, defining its visual identity, packaging system, and product design language.
- Guided the visual storytelling and high-fidelity production for 1,000+ product SKUs.
- Built the brand systems behind KiwiCo's physical products, partnering with product and leadership teams.

Graphics Media and Production Manager

Graphics Media Center, Temple University, Philadelphia, PA · 2016–2018

- Managed 7 designers and all print and presentation output.
- Oversaw vendor relations, proofing, and campus-wide asset organization.
- Designed promotional and presentation materials for large exhibitions and events.

Web User Interface Designer

Phidev Inc., El Paso, TX · 2014–2015

- Designed digital interfaces and client-facing experiences for startups.
- Worked with developers to ship accessible, user-focused products.

EDUCATION

MFA, Graphic & Interactive Design 2016 – 2018

Tyler School of Art & Architecture, Temple University

BFA, Graphic Design 2010 – 2014

The University of Texas at El Paso

DESIGN CRAFT

Skills: Scalable Design Systems · Product Thinking & UI/UX · Inclusive Design & Accessibility · Data-Grounded Frameworks · Cross-functional Collaboration

Tools: Figma · AI-driven Workflows · Adobe Creative Suite · Keynote / Google Slides · Jira / Trello / Slack