

# Webson Ji

Visual Designer | Los Angeles, CA

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## WORK EXPERIENCE

### Visual Designer, Ecommerce

2025.2 - 2026.2 | The PCA Companies | Manhattan, NY

- Directed visual design across Amazon Seller Central and Vendor Central international marketplaces for premium beauty and fragrance brands, including **New York Yankees, Mercedes Benz, Cristiano Ronaldo CR7, Kathy Ireland, UFC Fragrance.**
- Collaborated with marketing teams on Amazon-exclusive partnerships and launch strategies such as **Just Juice** and **The Summer I Turned Pretty.**
- Delivered end-to-end **Amazon e-commerce experience**, including PDP Listings, A+ Content, Brand Stores, Storefronts, and campaign banners to elevate brand storytelling and optimize conversion.
- Collaborated on UI/UX by creating user journeys and wireframes.

### Lead Visual Designer

2023.2 - 2024.6 | EMES Commerce Group Inc. | Brooklyn, NY

### Visual Designer

2021.11 - 2023.2 | EMES Commerce Group Inc. | Brooklyn, NY

- Led visual design across multiple **wellness brands** (*Allsett Health, Contour Comfort, Luxura Wellness, Everlasting Ice RX, Modenly Basic*), building cohesive and scalable brand systems across digital platforms.
- Managed and mentored an overseas design team, enforcing brand standards, optimizing workflows to deliver cross-brand initiatives.
- Improved UX and conversion performance through SEO, A/B testing, and user behavior analysis, increasing conversion in **20%** and mobile engagement by **17%**.
- Designed high-impact Amazon e-commerce experiences including A+ Content, listings, storefronts, packaging, and illustrations, contributing to a **23%** increase in platform sales.

### Visual Designer

2020.8 - 2021.8 | Rexing Inc. | Manhattan, NY

- Produced e-commerce visuals for **Amazon, Walmart, Best Buy**, and **Rakuten Japan**, strengthening product storytelling and brand visibility.
- Led retail campaign design for Black Friday, Cyber Monday, and seasonal launches.
- Developed cross-channel digital assets (web, email, social) optimized for multi-device experiences.

## SKILLS

Visual & Graphic Design  
Branding & Art Direction  
E-commerce Design  
(On platform PDP, Amazon A+, Brand Store)  
UI & UX  
Illustration & Storyboarding  
Packaging Design  
Digital 3D Modeling

## SOFTWARE

Adobe Creative Suite  
(Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Lightroom)  
Figma  
Blender, Maya, ZBrush, Cinema 4D  
SketchUp  
Microsoft Office

## CERTIFICATE

**Foundations of User Experience (UX) Design**,  
Issued by Google

**Fundamentals of Graphic Design**,  
Issued by California Institute of the Arts

## LANGUAGE

English  
Mandarin

## EDUCATION

**Master of Art, Sculpture**  
2017 - 2019 | Atlanta, GA  
Savannah College of Art and Design

**Bachelor of Art, Public Art**  
2013 - 2017 | Shanghai, China  
China Academy of Art