

Webson Ji

Art Director | Visual Design & Creative Direction

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WORK EXPERIENCE

Editorial Director

2024.6 - Present | Asian Art Contemporary™ | New York, NY

- Lead editorial strategy, visual identity, and digital content for a New York–based contemporary Asian art platform.
- Develop editorial programs and partnerships with artists and cultural organizations in New York and internationally.
- Lead art direction and visual development across web, social, editorial, and program campaigns, from design mockups to final execution.

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 by **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

Art Direction & Creative Direction

Visual & Graphic Design

Brand Identity & Campaign Design

E-commerce Design

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

VOLUNTEER

Founder & Director | Li Tang Community

2020 - Present

Founded a New York–based 501(c)(3) nonprofit supporting Asian artists and AAPI communities. Lead creative direction, exhibitions, events, campaigns, and community partnerships.

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