

Webson Ji

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Visual Designer | New York, NY

Visual Designer, Ecommerce • The PCA Companies

Apr 2025 - Present / Manhattan, NY (Full-time)

Visual Designer • The PCA Companies

Feb 2025 - Apr 2025 / Manhattan, NY (Full-time)

- Led and defined visual design direction across Amazon Seller Central and Vendor Central international marketplaces for premium beauty and fragrance brands, including *Cristiano Ronaldo CR7*, *Kathy Ireland*, *UFC Fragrance*, *Elle Fragrance* and *Simple*.
- Collaborated with marketing teams to develop brand strategies for Amazon-exclusive partnerships such as *Just Juice* and *The Summer I Turned Pretty*, ensuring cohesive and elevated execution.
- Delivered high-impact Amazon e-commerce assets, including Listings, A+ Content, Brand Stores, Storefronts, and marketing banners, strengthening premium brand presence and conversion performance.

Lead Visual Designer • EMES Commerce Group INC

Feb 2023 - Jun 2024 / Brooklyn, NY (Full-time)

Visual Designer • EMES Commerce Group INC

Nov 2021 - Feb 2023 / Brooklyn, NY (Full-time)

- Led visual design across five 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 by enforcing brand standards, optimizing workflows, and delivering multi-brand projects.
- Improved UX and conversion performance through SEO, A/B testing, and user behavior analysis, achieving a 20% increase in conversion rates and 17% higher mobile engagement.
- Designed high-impact Amazon e-commerce assets including A+ Content, listings, storefronts, packaging, and illustrations, contributing to a 23% increase in platform sales.

Visual Designer • Rexing INC

Aug 2020 - Aug 2021 / Manhattan, NY (Full-time)

- Delivered e-commerce visuals across Amazon (Listings & A+), Amazon Storefront, Rakuten Japan, and Best Buy, enhancing product clarity and brand visibility.
- Led sales campaign design for key retail moments including Black Friday, Cyber Monday, Christmas, and seasonal promotions, driving cohesive and conversion-focused visuals.
- Strengthened cross-channel digital presence through web, email, and social content optimized for desktop and mobile.
- Refined core brand assets through photo retouching, video editing, and packaging, ensuring visual consistency across all customer touchpoints.

SKILLS

- Visual & Graphic Design
- Branding & Art Direction
- E-commerce Design (Amazon A+, Listings, Brand Stores)
- Illustration & Storyboarding
- Packaging Design
- Digital 3D Modeling
- Video Editing

SOFTWARE

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

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

CERTIFICATE

- **Foundations of User Experience (UX) Design**, Issued by Google
- **Fundamentals of Graphic Design**, Issued by California Institute of the Arts

VOLUNTEER

Creative Lead • They Can't Burn Us All INC
Aug 2021 - Feb 2022 / Manhattan, NY

- Led branding and visual design initiatives, creating promotional materials, flyers, print assets, and digital graphics for nonprofit fundraising campaigns and self-defense workshops supporting the Asian community in Chinatown, New York.

LANGUAGE

- English
- Chinese