

Webson(Lin) Ji

Visual Designer | Multimedia Artist
New York, NY

www.websonjistudio.com (Portfolio)
www.websonji.com (Art)
contact@websonji.com
(404) 7476323

WORK EXPERIENCE

Lead Visual Designer • EMES Commerce Group INC

Feb 2023 - Present / Brooklyn, NY (Full-time contractor)

- Led the design team to optimize user experience, boost conversion rates, and elevate brand perception through strategic SEO, A/B testing, and comprehensive analysis of user engagement metrics.
- Managed and provided guidance to overseas design team members, ensuring strict adherence to brand standards and consistently achieving timely project completion.
- Implemented comprehensive strategies to elevate the visual identity of diverse brand branches, including Allsett Health, Contour Comfort, Luxura Wellness, Everlasting Ice RX, and Modenly Basic. Ensured a cohesive visual presence across diverse digital platforms.
- Maintained and enhanced the company's professional online presence, focusing on both desktop and mobile users.
- Crafted visually captivating e-commerce infographics tailored for platforms such as Amazon, covering areas like listing/A plus, storefront, packaging designs, illustration, and other visual promotional assets.
- Ensured designs were optimized in alignment with the company's brand guidelines, resulting in increased engagement and sales.

Visual Designer • EMES Commerce Group INC

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

- Implemented strategies to improve brand Allsett health, ensuring consistent visual identity across various digital platforms.
- Maintained and enhanced the company's professional online presence for desktop and mobile users.
- Created visually captivating and well-structured infographics for e-commerce marketing purposes. Developed infographics for various platforms, including Amazon listing/A plus, Amazon storefront, packaging designs, and visual promotional assets.
- Retouched existing visual content, including product photo retouching, video editing, packaging, and voucher redesign.

Visual Designer • Rexing INC

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

- Created well-structured infographics for e-commerce marketing purposes, including Amazon listing/A+, Amazon storefront, Rakuten JAPAN, and Best Buy.
- Maintained the company's professional online presence for desktop and mobile users. Designed the company's official website content (WordPress), Amazon storefront, and content for the newsletter system (Mailchimp). Designed in-post images for social media (Facebook/Instagram) and resource pages.
- Retouched existing visual content, including product photo retouching (Photoshop), video editing (Premiere/After Effect), packaging, and voucher redesign (Photoshop/Illustrator/Indesign).

Production Assistant • David Stark Design and Production

Aug 2019 - Apr 2020 / Brooklyn, NY (Freelance)

- Collaborated with the creative team to deliver professional solutions and actualize site-specific installation art designs.
- Adhered to the company's design guidelines to develop content for various projects, ensuring consistency and alignment with brand standards.

EDUCATION

Savannah College of Art and Design

Sept 2017 - Mar 2019 / Atlanta, GA
MA, Sculpture

China Academy of Art

Sept 2013 - Jun 2017 / Shanghai, China
BFA, Public Art

SKILLS

- Branding
- Storyboarding
- Illustration
- Packaging Design
- Digital 3D Modeling
- Video Editing

SOFTWARE

- Adobe Suite (PS/AI/ID/PR/AE/LR)
- Figma
- Blender
- Maya
- Zbrush
- Cinema4D
- Sketchup
- Microsoft Office

VOLUNTEER

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

Work with rapper China Mac and collaborate with community team members to produce promotional materials, flyers and prints, and digital social media graphics for fundraising campaigns and self-defense workshops for the Asian community in Chinatown, New York.

LANGUAGE

- English (Full Professional)
- Chinese (Native or bilingual proficiency)

CERTIFICATE

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

AWARDS

- AACYP Top 30 under 30, All America Chinese Youth Federation, USA
- Best Young Artist of the Year, 2018 GAMMA Young Artist Competition, Tokyo, Japan