Jiawei Gee
Graphic Design

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Education

Appalachian State University
08/2016 - 12/2020

Bachelor of Fine Arts - Graphic Design

Experience

Sr. Web Designer (Contract)| Atlas Digital
01/2026 - 03/2026

- Pioneering AI design workflows, utilizing Readdy.ai and Vercel to deploy high-fidelity websites across diverse sectors.
- Utilized Midjourney for rapid conceptual exploration and mood boarding, improving stakeholder approval cycles.
- Leveraged LLMs to synthesize complex market data and competitor research, ensuring all designs were rooted in data-driven insights.
- Delivered tailored web solutions for high-stakes clients across Government JV, Regulatory Consulting, and Recruitment sectors.

Design Lead | Photography To Profits
02/2023 - 02/2025

- Directed the design and development of 20+ photography business websites, establishing modern UX standards and accessibility compliance across web and mobile.
- Orchestrated responsive redesigns and SEO focused UI improvements that drove a 60% average increase in web traffic.
- Engineered scalable, reusable design systems and component libraries for email, web, and social media. Designed these systems to empower cross-functional teams to execute rapid, self-serve edits, reducing production turnaround times by 30%.
- Optimized Google Ads and Search Console conversion actions, resulting in a 30% boost in qualified lead generation.

Designer | Movieweb
03/2022 - 07/2023

- Established and scaled the brand’s foundational visual identity, creating a unified design system used across YouTube, social media, and print collateral.
- Developed the creative infrastructure that supported a massive expansion in organic site traffic (peaking around 10M+ monthly visitors from an initial 300k) while maintaining brand integrity.
- Partnered with the Editor-in-Chief and Marketing teams to align visual assets with content strategy, improving audience engagement through iterative feedback loops.

Marketing Designer | Queensboro Shirt Co.
07/2021 - 07/2022

- Developed and executed a cohesive visual identity across digital and print channels, including promotional web banners, social media advertisements, and apparel print collateral.
- Spearheaded photography and videography initiatives for internal newsletters and company events, creating a unified brand narrative that directly increased employee engagement and brand culture.
- Ensured visual alignment across diverse marketing touchpoints, maintaining a high-standard aesthetic for both internal communications and external-facing campaigns.

Skills

- Scalable Visual Systems, Component Libraries, Style Guide Development, UX/UI Design, Wireframing & Prototyping, Responsive Web Design.
- Conversion Rate Optimization (CRO), SEO Optimization, Information Architecture, Brand Identity.
- AI-Augmented Design Workflows, Motion Graphics.

Tools

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, After Effects, Premiere Pro), Figma.
- Webflow, WordPress, Vercel, Readdy.ai, Visual Studio Code, HTML/CSS, JavaScript.
- Midjourney, HubSpot, MarketSurge, ActiveCampaign, CapCut, Google Ads/Search Console.