Jiawei Gee

jiaweigee.com
415-987-8783
geejustin80@gmail.com

Education

Appalachian State University   2016 - 2020
Bachelor of Fine Arts - Graphic Design

Experience

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

- Led the design and development of over 20 photography business websites, applying modern UX practices and accessibility standards to improve usability and customer experience.
- Increased web traffic by 60% on average through strategic SEO improvements, responsive redesign, and targeted digital ad campaigns.
- Developed scalable social and web design systems tailored to individual brands, ensuring visual consistency across platforms and marketing touchpoints.
- Boosted qualified lead generation by 30% through real-time monitoring and optimization of Google Ads and Search Console; ensuring all conversion actions are working and accurate.
- Implemented internal automation workflows using tools like n8n and AI agents to streamline operations, reduce manual processes by 20%, and support scalable client on-boarding.

Designer | Movieweb   03/2022 - 07/2023

- Founding designer at Movieweb, responsible for evolving the brand's digital presence and contributing to a 400%+ increase in organic site traffic through close collaboration with the editor-in-chief and marketing department.
- Led the discovery and systematization of the brand's visual identity, developing scalable design systems applied across social media channels and video assets.
- Partnered cross-functionally to align content strategy with cohesive user-facing visuals, improving audience engagement and building brand consistency.
- Established foundational creative guidelines that informed ongoing UI development across digital touchpoints.

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

- Designed and executed marketing assets across digital and print channels, including promotional web banners, social media advertisements, and apparel print collateral.
- Led photography and videography initiatives for internal newsletters and company events, shaping a cohesive visual narrative that supported employee engagement and brand culture.

Skills

- UX/UI Design, Visual Identity, Brand Systems, Design Systems, Wireframing & Prototyping
- Responsive Web Design, HTML/CSS, JavaScript, Information Architecture
- Conversion Rate Optimization (CRO), SEO Optimization

Tools

- Adobe Creative Suite, Photoshop, Illustrator, InDesign, Lightroom,
- Figma, Webflow, WordPress, Visual Studio Code
- Zapier, n8n, HubSpot, MarketSurge, ActiveCampaign
- CapCut, After Effects, Premiere Pro