Jiawei Gee

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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 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 CRM AI agents to streamline operations, reduce manual processes, 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.

Tools

Illustrator, Photoshop, InDesign, After Effects, Lightroom, Premiere Pro, Figma, MarketSurge, HubSpot, Webflow, WordPress, Squarespace, Visual Studio Code, Zapier.

Skills

Visual Design, Graphic Design, Responsive Web Design, Product Design, Wireframing, HTML, CSS, JavaScript, User Research, Google Ads, Information Architecture, Prototyping, Design Systems, Brand Identity, Competitive Analysis.