



Jie Zheng

Senior Graphic Designer

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Introduction

I'm a driven graphic designer who turns ideas into captivating visuals that connect with people on a human level. Over the years, I've honed my expertise in branding and effective marketing strategies. Fueled by curiosity, I'm always exploring new techniques to create design solutions that resonate. My fashion background keeps me in tune with trends and how a compelling brand story boosts a product's perceived value.

Education

B.F.A Graphic Design

George Mason University | 2015–2019

Skills

Adobe Suite

Figma

Strategic Marketing

Visual Styling

AI Tool Utilization

Motion Design

Photography

Illustration

Experience

Senior Visual Designer

FERNISH | JAN 2022–JUN 2023

- Created a detailed UGC guide to enhance influencer-generated content quality, maximizing its use across social media channels and growth ads.
- Wrote and starred in highly effective ads for the Remy Sectional, resulting in more than doubled sales. Instrumental in developing a product-focused ad strategy.
- Assisted in directing and styling lifestyle photoshoots, crafting a distinct brand photography style and captivating visual narratives.

Graphic Designer

STREETSENSE | JUN 2019–MAY 2021

- Designed visually cohesive and impactful brand identities that aligned with clients' goals.
- Offered expert design advice and guidance to clients, ensuring their vision and objectives were met.
- Elevated design practices by improving templates for client presentations, social media guides, and brand guides.
- Implemented a new "Digital Flipbook" service for clients and trained the team on the interactive features in Adobe InDesign.

Graphic Designer

SHOE CITY/YCMC | MAY 2018–SEPT 2018

- Worked closely with the marketing team to plan and launch captivating marketing campaigns for new releases.
- Expanded and applied the existing brand identity across various print and digital assets, maintaining brand consistency across channels.
- Produced engaging and original content for social media platforms.
- Managed the entire process of lifestyle and product photoshoots, and photographed visuals that achieved the desired brand aesthetic.