

Camille Chen

Graphic Designer/
Brand & Marketing/
Illustration



**Jingjie Chen
(Camille)**

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Work Experience

2017-2018 | Creative Designer

Shenzhen Iwin Visual Technology Co., Ltd

- Developed experiential concepts and storytelling flows for tech clients (Huawei, China Mobile, Mindray), translating business goals into clear narratives.
- Built proposal decks and experience frameworks; aligned KV/video designers and engineers to ensure feasibility and presentation clarity.
- Partnered with PMs to manage scope changes and feedback loops, keeping proposals aligned to timelines and client priorities.

2018 | Founder / Brand Designer

VACANTZONE

- Built an end-to-end brand system (logo, packaging, product visuals, storefront), aligning product storytelling with conversion-focused layouts.
- Directed product photography and retouching; delivered launch assets and WeChat promotions to maintain a cohesive brand presence.

2018-2019 | Graphic Design Team Leader

SURE TRAVEL Company Limited

- Owned high-volume marketing production across digital + print, maintaining brand consistency through fast update cycles.
- Standardized templates and handoff workflows, improving turnaround and reducing rework across recurring seasonal campaigns.

2019-2021 | Creative Visual Designer

Yucolab

- Produced premium pitch decks and key visuals for luxury/real-estate/cultural projects, strengthening narrative clarity and client buy-in.
- Created style frames and visual guidelines for external vendors to keep outputs aligned with brand direction.
- Managed multiple proposals in parallel, delivering polished pitch visuals under tight timelines and iterative review rounds.

2023 | Brand Designer (Contract)

Shenzhen Maijiaonu Fashion Co., Ltd.

- Produced seasonal campaign assets across social + retail touchpoints, ensuring consistent brand expression across channels.
- Built reusable layout systems for lookbook/e-commerce imagery to speed up high-frequency launches and updates.

Education

2013-2017 | B.A Display/ Exhibition Design

Guangzhou Academy of Fine Arts

2023-2026 | M.F.A Graphic Design

Georgia State University