

+1 404-690-7777
jingjiec61@gmail.com
camillecdesign.com
linkedin.com/in/jingjiechen

SUMMARY

Graphic Designer with experience across brand identity, digital, print, exhibition, and interactive design. Skilled in translating ideas, business goals, and complex information into clear and engaging visual solutions. Experienced in concept development, visual systems, campaign assets, social media, web graphics, presentations, environmental graphics, and production. Strong collaborator with cross-functional teams, managing multiple projects from initial brief and concept development through production and final delivery.

Skills

Design & Visual Deisgn: Brand Identity | Typography | Layout | Visual Storytelling | Campaign Design | Print & Digital Design

Creative Production: Illustration | Image Retouching | Photography | Motion Graphics | Presentation Design

Tools

Adobe Photoshop | Illustrator | InDesign | After Effects | Premiere Pro | Lightroom | Figma | WordPress | Google Workspace

Work Experience

2023–2026 | Teaching & Research Assistant Georgia State University | Atlanta, GA

Designed a series of posters with fresh and experimental visual styles for the GSU Visiting Artist and Scholar Lecture Series, adapting each design for both print and Instagram formats.
Assisted faculty with eye-tracking research examining how audiences locate and process information in posters with different visual styles, and created data visualizations to communicate the research findings.
Mentored more than 60 students in typography and graphic design, offering guidance on concept development, layout, production, and project presentation.

2023 | Brand Designer, Contract Shenzhen Maijiaonu Fashion Co., Ltd. | Shenzhen, China

Developed the visual identity and campaign system for the company’s 2023 Spring New Product Launch, including exhibition graphics, event signage, VIP invitations, staff credentials, retail materials, and digital promotional assets.
Created seasonal campaign toolkits for Women’s Day and Mother’s Day, adapting concepts across social media, digital platforms, and physical retail locations while maintaining consistent typography, imagery, and brand presentation.
Designed product-focused WeChat H5 pages, digital cards, store banners, and retail graphics deployed across more than 50 locations nationwide.
Organized and adapted campaign assets into multiple formats, dimensions, and production specifications to support efficient rollout across digital and physical channels.

2019–2021 | Creative Visual Designer Yucolab | Shenzhen, China

Created concept decks, inspiration boards, campaign graphics, and multimedia content for interactive showroom and exhibition projects for clients including Cartier, Vanke, Midea, DHL, and Hong Kong Museums.
Translated abstract brand concepts and marketing objectives into engaging visual stories across digital displays, interactive experiences, product demonstrations, and physical environments.
Led visual development from concept and storyboarding through production, technical testing, and on-site execution, collaborating with marketing, spatial design, engineering, production, and project management teams.

2018–2019 | Graphic Design Team Leader SURE TRAVEL Company Limited | Shenzhen, China

Led a five-person design team in producing high-volume digital and print materials—including digital ads, brochures, social media graphics, and promotional assets—for seasonal campaigns, product launches, and customer-facing initiatives.
Developed reusable templates, creative briefs, review workflows, and file-management standards to improve production efficiency and reduce unnecessary revisions.
Managed multiple projects simultaneously in collaboration with marketing and operations teams, ensuring timely delivery while maintaining a cohesive company-wide brand identity and preserving the distinctive visual character of each product line.

2018 | Founder / Brand Designer VACANTZONE | Shenzhen, China

Founded and built VACANTZONE, an independent jewelry brand, overseeing brand strategy, visual identity, creative direction, jewelry design, packaging, and product presentation.
Managed multi-platform content and e-commerce operations, including product photography, image retouching, promotional materials, social media content, product launches, and ongoing brand communication.

2017-2018 | Creative Designer Shenzhen Iwin Visual Technology Co., Ltd.

Designed multimedia interactive solutions for domestic and international trade shows and technology exhibitions for clients including Huawei (MWC Barcelona), China Mobile, SF Express, and Mindray.
Translated complex technologies, product information, and business concepts into clear visual narratives, content structures, and interactive presentation experiences for exhibition audiences.
Collaborated with project managers, spatial designers, engineers, and production teams to refine proposals, align creative concepts with technical requirements, and support projects through production and on-site installation.

Education

2023–2026 | M.F.A. Graphic Design Georgia State University

2013–2017 | B.A. Display / Exhibition Design Guangzhou Academy of Fine Arts