

Jie Chen

Graphic Designer | Brand Communication | Marketing Visuals

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📍 Los Angeles, CA

EXPERIENCE

Graphic Designer & UX Designer - Light and Green

01/2025 - Present · Los Angeles

- Designed spec sheets and brochures for key architectural lighting series, supporting external marketing and internal sales. Structured content and coordinated with manufacturers to ensure technical accuracy and brand consistency.
- Redesigned the company website in collaboration with developers, reorganizing site architecture and product categories to improve clarity and user navigation.
- Partnered with the marketing team on digital content strategies. Created promotional graphics and edited short videos for social media.
- Developed print and digital marketing materials—including posters, email templates, and event flyers—ensuring cohesive brand communication across channels.

User Experience Designer - ChatSlide

10/2023 - 01/2024 · Remote

- Shipped the user support feature (0–1) for ChatSlide, an AI-powered web app used by 10,000+ users to create professional slides. Designed a new onboarding flow that reduced drop-off by 40% and increased subscriptions by 12%.
- Led end-to-end design research using mixed methods—user interviews, usability tests, heuristic evaluations, and competitive benchmarking—informing four successful iterations of user flows and prototypes.
- Collaborated cross-functionally with product managers, senior designers, and engineers to align design rationale with business goals. Facilitated stakeholder reviews and prioritized features across the design process.

Graphic Designer - IDEAT

10/2019 - 03/2023 · Remote

- Built a cohesive visual system for IDEAT's Chinese digital edition, defining layout structure, typography, and color standards to ensure consistency across mobile formats.
- Designed editorial layouts for each issue based on article content and hierarchy. Collaborated with editors to translate long-form content into visually engaging reading experiences.

Marketing & Content Coordinator - HOW Art Museum

06/2017 - 09/2019 · Shanghai, China

- Developed the museum's media outreach strategy and managed digital channels across WeChat, Instagram, and the website—creating original content and driving engagement through targeted messaging.
- Worked cross-functionally with designers, developers, and educators to launch the museum's website and promote public programs—resulting in a cohesive digital experience and increased community engagement.

EDUCATION

Xi'an Academy of Fine Arts

BA in Graphic Design

September, 2010 - June, 2014

Shanghai University

MA in Art Management

September, 2014 - Jul, 2017

The University of Texas at Austin

MA in Art History

August, 2021 - May, 2023

SKILLS

Visual Design

Typography & Layout, Editorial Design, Color Standards, Design System

Branding & Content

Visual Storytelling, Branding & Visual Identity, Cross-Channel Campaigns

Marketing & Communications

Social Media Strategy, Content Planning, Audience Engagement, Public-Facing Communications

TOOLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Miro, Canva, CapCut, Notion