

Jiajia Shen

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Professional Summary

Graphic Designer with 6+ years of experience creating visual content for social media, marketing campaigns, and digital platforms. Strong in visual storytelling, brand consistency, and high-volume creative production across mobile and social surfaces.
Experienced collaborating with social, marketing, and product teams to deliver engaging, on-brand content and iterate based on performance and feedback.

Work Experience

Senior Graphic Designer | Dealmoon, US 06/2022 – 11/2024

- Designed high-volume visual assets for social media, in-app promotions, campaign landing pages, email/web placements, and seasonal marketing campaigns across mobile and digital platforms.
- Created reusable social templates, campaign layouts, and asset libraries to improve production efficiency and maintain brand consistency across channels.
- Collaborated with marketing and product teams to translate campaign goals into clear, engaging, and on-brand visual concepts for major promotional events including Black Friday, Amazon, and Apple campaigns.

Senior Visual Designer | Dream Castle E-commerce (AFU Essential Oil) 08/2020 – 11/2021

- Designed e-commerce visual assets, promotional graphics, product page visuals, and marketing-related UI assets for digital campaigns and internal platforms.
- Created clean, organized design files and visual specifications for developers, marketers, and stakeholders.
- Supported brand and campaign communication by balancing visual appeal, clarity, and functional requirements across digital touchpoints.

Senior Visual Designer | Hangzhou XiZhao Technology (AliPay) 11/2019 – 08/2020

- Produced visual designs, wireframes, prototypes, and icon assets aligned with platform branding standards.
- Collaborated with distributed product and development teams to deliver consistent visual solutions.
- Participated in research reviews and translated findings into actionable design improvements.

Junior Visual Designer | Uni-Ubi Technology 09/2015 – 02/2018

- Supported visual design for Uface and other digital products, including information architecture, user flows, interaction specs, and high-fidelity interface design.
- Produced customer-facing collateral (manuals, packaging) ensuring alignment with branding standards.
- Designed UI screens, device interface visuals, icons, storyboards, and customer-facing materials for B2B products.

Education

Interaction Design Master's (M.A.) University of North Texas 08/2024 – 05/2026

Bachelor of Industrial Design Zhejiang Normal University (China) 09/2009 – 06/2013

Skills

Figma, Sketch, Mural, Adobe Photoshop, Adobe Illustrator, After Effects, Axure, Rhinoceros 3D