Gabi

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AIGC VISUAL DESIGNER · AI CREATIVE & COMMERCIAL VISUALS

GENERATIVE CONTENT SYSTEMS / BRAND VISUALS / E-COMMERCE & SOCIAL

01 Profile OVERVIEW

Visual designer with **nearly 4 years** of visual and commercial design experience across AI image/video, brand systems, e-commerce product pages, and social content. At Creati and Collart, built generative template systems and batch workflows, owning the full process from concept breakdown, model selection, and prompt architecture to curation, retouching, compositing, and video post-production.

02 Experience CAREER

H&M LAB (Web3 Venture Studio)

2025.01-2026.06

Visual Designer (Remote)

- Built visual systems for Squidverse and Staynex / StayLP, delivering key visuals, NFT collections, and community assets.
- Created cross-project guidelines and reusable templates to keep brand, social, and community output consistent.

Ganzhi Jieyue (Creati - AI Ad-Creative Platform)

2025.03-2025.09

Prompt Engineer (Remote, Concurrent)

- Worked concurrently with H&M LAB, building prompt systems and batch pipelines for AI image/video templates; shipped 150+ templates.
- Used export and download data to iterate with content teams, sustaining a 50%+ average export/download rate.

Lixing Technology (Amazon E-commerce)

2024.03-2024.12

E-commerce Designer

- Led core Amazon tent SKU page redesigns from shoot planning and asset production to selling-point hierarchy and delivery.
- Raised average category conversion by approximately 15-20% after launch.

Atlas V / Hangzhou Yushen Technology (Collart)

2022.12-2024.03

Template Designer

- Produced 200+ AI visual templates; over half were selected as featured templates.
- Optimized 80+ templates using performance data to improve conversion.

03 Selected Project CASE STUDY

Anime IP Collaboration Earphone Product Page

2024.03-2024.09

Independent Visual Designer (Remote, Concurrent)

- Led visual direction, translating IP elements into a defined visual language and clear information rhythm.
- Delivered hero visuals, selling-point image sets, and long-form pages; created reusable templates for the wider series.

04 Skills TOOLKIT

AI IMAGE GENERATION
Midjourney, Jimeng / Dreamina, ChatGPT Image

AI VIDEO CREATION
Jimeng / Dreamina, Kling, PixVerse, Pika

DESIGN & POST
Photoshop, Illustrator, After Effects, Premiere Pro, Figma

3D DESIGN
Cinema 4D, Blender

COMMERCIAL VISUALS
Brand systems, e-commerce product pages, campaigns, and social creative

05 Portfolio ONLINE

PORTFOLIO WEBSITE ↗

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06 Education BACKGROUND

Liaocheng University

Visual Communication Design

2019.09-2023.07