

李烟梁 / LEE YANLIANG

跨境电商视觉设计师 · 电商运营

chinaleeeyanliang@gmail.com · 158 1460 0314 · WeChat L_ydws0314 · Shenzhen

约 7 年跨境电商视觉设计经验，覆盖日本与美国 Amazon 主图、A+、品牌故事和店铺视觉。具备从产品卖点梳理、视觉定位到页面落地的完整能力，并独立负责 Konnob 美国公司注册、建站、产品、博客及 Meta 社媒运营。

核心能力

- **电商视觉:** Amazon 主图、A+、品牌故事、店铺视觉、详情页与活动素材
- **三维与影像:** C4D、Octane 三维渲染、视频摄影与视觉后期
- **独立站与运营:** 网站策划搭建、产品管理、博客内容、Facebook / Instagram 推广
- **工作流程:** 跨市场素材适配、产品页面迭代、AI 辅助设计与内容工作流

工作经历

电商设计师兼运营 2024.07–至今 · 2 年（持续中）

深圳市盛缘达商务有限公司

统筹 Amazon 产品页面、独立站建设与内容维护；独立负责 Konnob 从美国公司注册、建站、产品管理、博客到 Facebook / Instagram 推广运营。

电商设计师 2020.07–2024.05 · 3 年 10 个月

海南海口通达智联科技有限公司

负责日本、美国等市场的 Amazon 主图、A+、品牌故事和店铺视觉；参与产品视觉定位，协同运营完成新品上线与日常页面迭代。

电商设计师 2019.10–2020.07 · 9 个月

深圳博之轮商贸有限公司

负责跨境电商产品主图、详情页与活动视觉设计；完成图片精修、信息层级梳理、版式设计和多平台素材适配。

代表性工作与数据样本

- **作品范围:** 19 个日本亚马逊项目、7 个美国亚马逊项目，以及 Konnob 独立站全流程
- **历史产品样本:** 单品报告最高 15,221 次会话、22,169 次页面浏览；可核验销售样本包括 JP¥1,014,462 与 JP¥168,194
- **作品集:** <https://leeoffice.stazeshop.com>

LEE YANLIANG / 李烟梁

Cross-border E-commerce Visual Designer & Operator

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Nearly seven years of cross-border e-commerce visual design experience across Japan and US Amazon marketplaces, including main images, A+ content, brand stories and storefront visuals. Independently responsible for Konnob from US company registration and site build to product, blog and Meta social operations.

CORE CAPABILITIES

- **E-commerce visual design:** Amazon main images, A+ content, brand stories, storefront visuals, detail pages and campaign assets
- **3D and imaging:** C4D, Octane rendering, video shooting and visual post-production
- **Independent store and operations:** Site planning and build, product management, blog content, Facebook and Instagram promotion
- **Workflow:** Cross-market adaptation, listing iteration, AI-assisted design and content workflows

EXPERIENCE

E-commerce Designer & Operator Jul 2024–Present · 2 years and ongoing

Shenzhen Shengyuanda Business Co., Ltd.

Lead Amazon listing visuals, independent-store development and content maintenance. Independently manage the full Konnob workflow, including US company registration, site setup, products, blog and Facebook / Instagram promotion.

E-commerce Designer Jul 2020–May 2024 · 3 years 10 months

Hainan Haikou Tongda Zhilian Technology Co., Ltd.

Designed Amazon main images, A+ content, brand stories and storefront visuals for Japan and US markets; partnered with operations on visual positioning, launches and ongoing listing iteration.

E-commerce Designer Oct 2019–Jul 2020 · 9 months

Shenzhen Bozhilun Trading Co., Ltd.

Created cross-border e-commerce main images, detail pages and campaign visuals, including retouching, information hierarchy, layout and multi-platform adaptation.

SELECTED WORK AND DATA SAMPLES

- **Portfolio scope:** 19 Japan Amazon projects, 7 US Amazon projects and the end-to-end Konnob independent-store workflow
- **Historical product samples:** Up to 15,221 sessions and 22,169 page views in a single product report; verifiable sales samples include JP¥1,014,462 and JP¥168,194
- **Portfolio:** <https://leeoffice.stazeshop.com>