

WINNIE LIN

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www.winnielin.com

EDUCATION

UNIVERSITY OF TEXAS AT AUSTIN · Austin, Texas

School of Architecture (UTSOA)

Master of Interior Design First Professional, Class of 2025

GPA: 3.93 · Design Excellence Nominee, Fall 2022

UNIVERSITY OF CINCINNATI · Cincinnati, Ohio

College of Design, Architecture, Art, and Planning (DAAP)

Bachelor of Science in Graphic Design, Class of 2020

GPA: 3.93 · Summa Cum Laude

Participated in the Professional Practice Program with alternating semesters of classroom study with full-time work in the field of graphic design.

SINGAPORE AMERICAN SCHOOL · Singapore, Singapore

Class of 2014

SKILLS

Adobe Creative Suite

Microsoft Office Suite

CAD Tools

Rhino 3D

Basic HTML and CSS

Bilingual in English and Mandarin

Digital and Darkroom Photography

HONORS · INVOLVEMENT

Texas Masonry Council, Design Build 2022, 2nd Place

American Institute of Graphic Arts, Member

University of Cincinnati Honors Program, 2017 – 2020

Alpha Lambda Delta Honor Society, Member

Kappa Kappa Gamma Fraternity, Beta Rho Chapter, Member

Dean's List, University of Cincinnati, 2014 – 2020

EXPERIENCE

JERRY SEINER DEALERSHIPS · *Graphic Designer*

Salt Lake City, Utah · May 2021 – June 2022 · Full Time

Lead the design, creation, and development of Destination Upfitters a Jerry Seiner Dealership retail company. Reinforced the Seiner brand to foster brand awareness with print and digital designs. Responsible for standardizing internal and external brand components and executing them across multiple touchpoints. Maintained websites and social media platforms for all 9 entities under the dealership. Collaborated monthly on campaign messaging and facilitated relationships with vendors.

FREELANCE · *Graphic Designer*

August 2020 – Present · Part Time

Designing brand identities, custom stationery, packaging, illustrations, print and digital assets, campaign messaging, and marketing collateral for various clients including Nuffield Dental Holdings, Zero Circle (回零), DuoWoods, Grand Vin, and more.

HYPERQUAKE · *Design Co-Op*

Cincinnati, Ohio · August 2019 – December 2019 · Full Time

Lead designer on the StoryBuilding team, developed and implemented immersive branded environments. Specifically for brands like Verizon, Honeywell, Teradata, Kaiser Permanente, and more. Personally worked with the creative director to produce the client's vision from schematic design through design development, all the way to fabrication. Communicated directly with clients and managed relationships with vendors.

INFINITE SCALE · *Design Intern*

Salt Lake City, Utah · January 2019 – May 2019 · Full Time

Designed, ideated, and assisted alongside senior designers in all phases, from schematic concept to design development, of brand activations and environmental graphics for sports venues home to teams like Utah Jazz, Cleveland Cavaliers, Las Vegas Aviators, and others. Provided elevations, renderings, and visuals for client presentations.

LPK · *Design Intern*

Cincinnati, Ohio · August 2017 – August 2018 · Full Time

Created packaging and promotional materials for both Proctor & Gamble, and consumer packaged goods brands within a multidisciplinary team. Brands included Vicks, Always, Pampers, Kellogg's, The Mad Optimist, and others. Redesigned brand identities and solutions for various deserving nonprofit organizations to help accelerate their growth and impact.

ARROWSTREET INC. · *Graphic Design Intern*

Boston, Massachusetts · January 2017 – April 2017 · Full Time

Collaborated with lead designers on the graphics team to create varying scales of signage, wayfinding, and environmental graphics in the Greater Boston area. Responsible for creating in-house collateral and supporting architects with client-based projects.