

WINNIE LIN

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*Singapore Citizenship
H1B1 Visa sponsorship required – Currently sponsored*

EDUCATION

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

Bilingual in English and Mandarin
Adobe Creative Suite
Microsoft Office Suite
CAD Tools
Basic HTML and CSS
Digital and Darkroom Photography

HONORS · INVOLVEMENT

American Institute of Graphic Arts
University Honors Program
Alpha Lambda Delta Honor Society
Kappa Kappa Gamma Fraternity, Beta Rho Chapter
Dean's List, University of Cincinnati

EXPERIENCE

JERRY SEINER DEALERSHIPS · Salt Lake City, Utah
Graphic Designer · May 2021 – Present · Full Time
Design lead creating, developing, and launching Destination Upfitters a Jerry Seiner Dealership retail company. Producing cohesive design language assets while reinforcing the Seiner brand with print and digital designs to foster brand awareness. Responsible for standardizing internal and external brand components and executing them across multiple touchpoints. Maintain websites and social media platforms for all 9 entities under the dealership. Collaborate monthly on campaign messaging. Additionally, facilitating relationships with vendors.

FREELANCE GRAPHIC DESIGNER

August 2020 – Present
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 · Cincinnati, Ohio

Design Co-Op · August 2019 – December 2019 · Full Time
Lead designer on the StoryBuilding team, developing and implementing immersive branded environments. Specifically for brands like Verizon, Honeywell, Teradata, Kaiser Permanente, and more. Under the direction of the creative director, I researched and produced mood/theme boards, from initial concepting to design development to fabrication. Additionally, communicated and managed relationships with clients and vendors.

INFINITE SCALE · Salt Lake City, Utah

Design Intern · January 2019 – May 2019 · Full Time
Designed, ideated, and assisted alongside senior designer in all phases, from schematic concepting 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 visual assets for projects and presentations.

LPK · Cincinnati, Ohio

Design Intern · 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. · Boston, Massachusetts

Graphic Design Intern · 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 supported architects with client-based projects.