

Jingting Lin

Graphic Designer

(517) 775 6157
Jingting4gd@gmail.com
Jingtinglin.com

Education

MFA, Graphic Design

Academy of Art University
2021/ San Francisco, CA

BS, Creative Advertising

Michigan State University
2017/ East Lansing, MI

Skills

Software

Illustrator
InDesign
Photoshop
XD
After Effects
Microsoft Office

Creative

Branding
Design Strategy
Typography
Primary Research
UI/UX
Copy Editing
Packaging
Digital Literacy
Advertising

Interpersonal

Multiculture
Communication
Flexibility
Adaptability

Languages

English
Mandarin
Cantonese

Working Experience

Brand Developer | 56T

2021–Present | Shenzhen, China (remote)
Established brand concept, design logo and visual system for new branch of the company.
Optimized company's original vision and improve the UI/UX of their website.

Graphic Designer Intern | Forkaia

2020 | Los Angeles, CA (remote)
Provided initial vision for the project based on new ideas from the design team.
Created visual systems and applied them to different project outcomes.

Graphic Designer | EasyThru Learning

2018 | San Jose, CA
Research concepts, and experimented with typography and layouts for student profiles.
Designed and edited booklets and event brochure.

Assistant to MKT Head |

Swire Coca-Cola Beverages Guangxi Limited

2017 | Nanning, China
Collaborated with the marketing team for seasonal advertisement plan.
Designed posters, print advertising and event collateral for new products and promotional events.

Project

Aquaura | MFA Thesis Project

2019–Present
A project focusing on creating awareness about synthetic fabric pollution.
Conducted primary research, found insights, defined strategies, and create concepts within the topic area.
Created a visual system and apply to deliverables including website, cellphone app, package, video, exhibition, and visual campaign.