



JESSICA LIN

— Design & Illustration —

EDUCATION

Tyler School of Art, Temple University · Philadelphia, PA
BFA in Graphic and Interactive Design · August 2013 – May 2017

EXPERIENCE

Graphic Designer | Hallmark Cards, Inc.

Kansas City, MO · October 2017 – Present

Design & Illustration Intern · May 2017 – August 2017

Demonstrate strong problem-solving skills to execute multiple products from start to finish – including gift wraps, gift bags, stickers, stationery, and innovation products such as sustainable fabric wraps. Utilizing a solid understanding of design, color, surface design, illustration and typography:

- Critically analyze current trends and cultures to create assets that offer a fresh perspective and lead the market with unique and original products.
- Work with a team to establish a good partnership with our clients such as Walmart, Walgreens, CVS, Dollar Tree, Sam's Club, and creating products for Hallmark brands such as Hallmark Gold Crown and Hallmark E-commerce.
- Participated in the Asian-American Resource Community at Hallmark and designed posters, email banners, and event collaterals.

Freelance Children's Book Designer & Illustrator | Great Minds

November 2017 – November 2019

Conceived illustrations by utilizing strong principles of storytelling, composition, and color. Worked alongside a team of designers and editors to create educational and inspiring storybooks for developing readers (K-8 classrooms) across the country.

Graphic Design Intern | Public Interest GRFX

Philadelphia, PA · September 2016 – November 2016

Created a library of assets and infographics for different campaigns that focus on environmental issues.

Graphic Design Intern | Little Giant Creative

Philadelphia, PA · June 2016 – September 2016

Created digital and print collaterals for social awareness campaigns throughout Philadelphia and developed creative proposals for web designs and assets for social media platforms.

SKILLS

Adobe CC

Proficient in Photoshop, Illustrator, InDesign, Lightroom.

Experienced in After Effects, Muse, Mag+

Additional

Illustration, Photography, Painting (gouache, ink, acrylic), Bilingual in Mandarin Chinese and English.