



## JESSICA LIN

Graphic Designer & Illustrator

### EXPERIENCE

#### Graphic Designer | Hallmark Cards, Inc.

Kansas City, MO • October 2017 – Present

Design & Illustration Intern • May 2017 – August 2017

- Utilize current trends and culture, research editorial tones and visual impacts to design, illustrate and letter gift bags, gift wraps, sticker/stationery products.
- Explored an extensive range of illustration, surface designs, lettering and typography styles to create collections of assets and concepts for Hallmark's internal use and consumer products.
- Work with a team to establish a good partnership with our clients such as Walmart, Walgreens, CVS, Dollar Tree, and Sam's Club.
- Participated in two six-month Mentorship programs, covering a wide range of illustration and lettering styles.
- Steering committee for Hallmark's Asian-American Resource Community. In charge of social events – create 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.

### EDUCATION

Tyler School of Art, Temple University • Philadelphia, PA

BFA in Graphic and Interactive Design • August 2013 – May 2017