

JESSICA LIN

Graphic Designer & Illustrator

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EXPERIENCE

Hallmark Cards, Inc. – Graphic Designer

Kansas City, MO • May 2017 – Current

Design & Illustration Intern • May 2017 – August 2017

- Developed original designs and illustrations for a range of products, including gift bags, gift wraps, stickers, and stationery for various holidays and occasions
- Created art collections of illustration, lettering, and pattern design for Hallmark Global Creative partners
- Led project collections and worked along with the art director and customer team to gather and define branding strategies, establish scopes, and manage project milestones for our key business partners such as Walgreens and Walmart
- Created letterings for Hallmark's social media

Great Minds – Freelance Designer & Illustrator

Nov 2017 – Nov 2019

- Worked with editors and art director to create a total of 24 picture books for early readers (K-8 classrooms)
 - As a designer, created book maps and art-directed illustrators regarding style and composition. Completed final touches such as book cover designs, images sizes, and font selection
 - As an illustrator, conceived and illustrated visual narratives and storytelling for the books

Public Interest GRFX – Design Intern

Philadelphia, PA • Sep 2016 – Nov 2016

- Developed infographics and a range of images, icons for environmental campaigns in Philadelphia

Little Giant Creative – Design Intern

Philadelphia, PA • Jun 2016 – Sep 2016

- Created digital and print collaterals for social campaigns throughout Philadelphia
- Developed creative proposals for web design and created assets for social media platforms

SKILLS

- Adobe Creative Suite – Proficient in Photoshop, Illustrator, InDesign, Lightroom. Experienced in After Effects, Muse, Mag +
- Illustration/ Pattern Design
- Lettering/ Typography
- Layout Design
- Design Research

EDUCATION

Temple University

– Tyler School of Art

Philadelphia, PA • May 2017

BFA: Graphic & Interactive Design