

# CATHERINE LIN

*Committed. Invested. Passionate.*

Always eager to learn, to create, to think – I love what I do.



## Work Experience

*Leo Burnett, Publicis Groupe*

**Associate Design Director** | August 2022 – Present

Client: Cadillac

- Develop new brand guidelines directly with clients and implement new visual identity with internal teams and partner agencies.
- Art direct and plan large-scale production shoots for advertising and campaign needs such as TV spots, web content, and events.
- Lead spatial design for launch events and flagship showroom digital content to attract interest and increase sales.

*Kettle Solutions, Stagwell Global*

**Art Director** | September 2021 – August 2022

**Senior Visual Designer** | February 2020 – August 2021

**Visual Designer** | November 2018 – January 2020

Client: Apple (on-site)

- Art directed and led interactive web projects to ensure creatives align with strategy.
- Present creative ideas and deliverables to clients during in-person and virtual meetings.
- Developed concepts of marketing-experiences for products and services to build relationships between brand and consumers.
- Layout and design pixel-perfect websites that is clear, simple, creative, and on-brand.

*Sync Design, E & E Co.*

**Graphic and Visual Designer** | October 2016 – November 2018

Selected clients: Target, Walmart, Kohl's, Bed Bath & Beyond, Macy's, JC Penny, Costco

- Art directed photography for over 50 brands, and work with China's photo studio branch to create perfect images of products unique to each brand.
- Created and presented packaging ideas to showcase options to clients of franchise retail stores in the U.S., Canada, and Mexico.



## Education

**Boston University** | September 2016

*College of Communication*

M.S. Mass Communication, Concentration in Advertising

**University of California, San Diego Extension** | March 2016

*Principles & Techniques of Web Design*

Web Media Certificate (UI/UX)

**San José State University** | December 2014

*College of Social Sciences*

B.A. Communication Studies

*College of Humanities and the Arts*

B.A. Art, Concentration in Design Studies (graphic design)

Honors: *Magna cum laude*



## Technical Skills

### Adobe Creative Suite



### Other Design Tools



### Web Design

User Interface (UI)



User Experience (UX)



HTML5



CSS3



## Languages

English



Mandarin



Korean



## Connect

LinkedIn: @catherinetslin

Email: linct@bu.edu

Portfolio: www.lincatherine.com

## WHY ME

With my multi-cultural background, I can bring interesting and unique perspectives to the table.

