

Yu Lin

PROFILE

Portfolio

yaldesign.com

github.com/yilindesign

Contact

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[linkedin.com/in/you-lin-1a9a8142](https://www.linkedin.com/in/you-lin-1a9a8142)

Skills

Adobe Creative Suite

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

Adobe Premiere Pro

HTML

CSS

Javascript

C#

.NET Core

Python

Django

MySQL

AWS Deployment

Illustration & Art

Sketching

EDUCATION

University of Washington

[Sept 2009 – June 2014](#)

Bachelor of Design

Coding Dojo Web Development Program

[April 2017 – Aug 2017](#)

Certificate of Achievement

EXPERIENCE

Freelance

Graphic Designer | 2014 to Present

- Designed logos, business cards and [restaurant menus](#) for individual clients and small businesses.
- Worked with the client to overcome complicated obstacles to ensure the design vision matched branding and marketing needs.

Coding Dojo Web Development Program

Student | April 2017 – Aug 2017

- Developed and coded full stack web development for 500+ hours during the immersive 14 weeks coding program and deployed course assignments/projects to a [Github](#) repository with Amazon AWS.

Coding Dojo

Graphic Designer | Aug 2014 – Mar 2017

- Utilized design briefs, sketches, brand guidelines, and wireframes to execute multiple projects from start to finish within tight deadlines.
- Participated in design brainstorming sessions with other designers to produce ideas to present to higher management and incorporate feedback to improve design efforts for future projects.
- Delivered visual assets and constructive feedback (user interaction/ user experience notes, redlines, and responsive transitions) for [web design projects](#) to the development team in Asia and performed quality assurance on a weekly basis to expedite marketing/web updates and features.
- Designed [flyers](#) and [informational packets](#) in Adobe InDesign to market the company's products and special promotions for networking events and in-house seminars.
- Designed and updated simple [web banners](#) in various sizes in Adobe Photoshop to perform A/B testing for the most optimized variant.
- Boosted conversions by redesigning email templates in MailChimp to have clear call-to-actions and ensured they matched company branding.

Seattle Chinatown International District Preservation and Development Authority (SCIDpda)

Graphic Design Intern | June 2012 – June 2014

- Designed visually appealing [postcards/posters](#) that promoted upcoming events and activities in the neighborhood.
- Produced and tailored [informative documents](#) and [brochures](#) to educate locals from older generations and ethnic backgrounds of current issues facing the immediate area.