

# Yu Lin

## PROFILE

### Portfolio

[yaldesign.com](http://yaldesign.com)

### Contact

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### Skills

Adobe Creative Suite

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

Adobe Premiere Pro

Sketch

Photography

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

### Costco (Contract)

[Production Designer/Artist, Mar 2018 – July 2018](#)

- Worked in Photoshop to color correct, size and crop product images for product pages on Costco.com & Costco.ca.
- Utilized Photoshop shortcuts and actions to efficiently process several dozen images a day.

### Freelance

[Graphic/Visual Designer, 2014 to Present](#)

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

### 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.