

SW Lin (Sheau Woei Lin), Creative Designer for Web & Print

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Portfolio: <http://www.twinact.com/swlin/index.html>

Strengths

Strong conceptual and visual design skills, experience working with software developers to create large-scale, user-centric Web sites and dynamic Web applications, excellent understanding of user-interface design, detail-oriented.

Interests

Interactive Web site design & development, information architecture, software user interface design, print publication and marketing material design, brand and corporate identity development, illustration, problem solving, entrepreneurship, creative thinking.

Professional Experience

Contract Visual Designer for Web and Print Publication, 2003 – present

For the past 5 years, SW has been deeply involved in the design of Web sites and Web application interfaces as well as designing marketing materials for print publication. She has worked as a contract designer for numerous clients, offering creative solutions to meet their needs and requirements. Recent clients include:

BoldFocus, San Mateo, California, Feb 2006 – present

BoldFocus is an Online Web design and marketing company. SW works closely with their marketing team to contribute creative concepts and create Web site interface designs for BoldFocus's customers in different industries.

One Lincoln Park, Denver, Colorado, July 2005 – present

SW designed One Lincoln Park's Web site and continues to provide print design services to support the sales team in developing marketing materials and advertisements to promote the property and drive sales.

Bio-Rad Laboratories, Hercules, California, June 2005 – present

SW has been developing Chinese language Web pages for Bio-Rad's Web site. Tasks include designing page layouts, transferring content from a Chinese language product catalog and writing HTML pages for Chinese characters to be displayed in Unicode (UTF-8).

TomatoVine, San Mateo, California, Feb 2006 – April 2006

SW developed several design templates that integrate content from three different Web sites under a common look and feel for TomatoVine's reseller programs.

Co-Founder and Creative Director, TwinACT, San Jose, California, 2001 - present

TwinACT creates interactive solutions for customer services and online communication that feature animated talking characters.

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SW co-founded TwinACT where she provides the creative direction. She designs all of TwinACT's Web graphics and Flash animated characters including graphics for lip-synching and other life-like animations. She collaborates on all phases of TwinACT's projects including requirements gathering, planning, development, production and maintenance.

Graphic Design Manager and Information Architect PNBC, San Francisco, California, Oct 1997 - Jan 2001

PNBC was a Bay area dot-com that created online applications for event organizers.

As Design Manager at PNBC, SW hired and managed a team of 10 designers and provided the creative and design direction for all design projects including event Web applications for major tradeshows and events like Comdex, PC Expo and Seybold Seminars.

SW worked closely with corporate decision makers to design and develop collaterals for sales and marketing and new Web application features and functions. Tasks included communicating with clients for requirements gathering, concept brainstorming, content planning, Web site information architecture, and collaborating with the technology team in the development and implementation of Web applications.

Senior Graphic Designer

Portal Publications, Novato, California, Jan 1995 - Oct 1997

Portal Publications is one of the nation's largest publishers of images and graphic arts.

At Portal, SW applied her extensive knowledge of typography, color theory and design to the development of new products, including wall decors, greeting cards, stationery, and calendars, in collaboration with art directors and marketing staff. In 1997, she received the Gold award for best engagement calendar design from the California Publication Association.

Education

Master of Fine Arts in Graphic Design

Academy of Art University,
San Francisco, California, 1994

B.A. in Fine Arts

Tainan Woman's College of Arts & Technology,
Tainan Taiwan, 1990

Computer Skills

HTML hand coding, CSS style sheets, Adobe Illustrator, Adobe Photoshop, Adobe Image Ready, Macromedia Flash, Unicode (UTF-8) for Chinese characters, Adobe Acrobat, QuarkXpress, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Visio, FTP, Proficient with both PC and Macintosh platforms and applications.

Language Skills

English, Mandarin, Taiwanese