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Portfolio: [jclinart.com](http://jclinart.com)

# Jacquelyn Lin

## SUMMARY

**Illustration-focused designer creating bold, narrative-driven visuals for editorial, book, and brand systems.**

Experienced in translating concepts into compelling imagery across publishing, packaging, and consumer-facing design, with strong cultural sensitivity and visual storytelling instincts. A collaborative creative delivering illustration-led solutions that elevate brand identity across print and digital platforms.

## EDUCATION

**ArtCenter College of Design – Graduated with Honors** | Sep 2020 – Dec 2024

Bachelor of Fine Arts in Illustration, Business Minor

## SKILLS

- **Illustration & Storytelling:** Editorial, Book & Narrative Illustration, Character Design & Concept Development
- **Brand & Design:** Illustration-Led Branding, Packaging Design, Surface & Textile Graphics, Typography & Layout
- **Tools:** Adobe Illustrator, Photoshop, InDesign, Procreate
- **Languages:** Mandarin ( Native), English (Fluent)

## EXPERIENCE

**Art Teacher/ Designer -Halona Art and Culture Center** | Jan 2025- Current

- Lead children's art classes across traditional and digital media, emphasizing storytelling, composition, and creative confidence.
- Design illustration-based lesson materials that introduce foundational drawing, color, and narrative concepts.
- Create promotional illustrations and graphic assets—including posters, banners, and vouchers—to support events and community outreach.

**Graphic Designer- PlatePost** | Sep.-Dec 2024

- Developed illustration-driven brand assets, including custom sticker and apparel graphics for marketing campaigns.
- Redesigned business cards and social media visuals to improve brand consistency and visual recognition.

**Graphic and Book Design Intern- Red Hen Press** | Sep.- Nov. 2023

- Assisted with book layout, proofreading, and visual refinements for manuscripts and catalogs.
- Conceptualized and executed illustrations for book covers, posters, and promotional collateral.

**Graphic Designer- Googol Company** | May-Sep. 2023

- Designed and executed brand visuals for a new product line, spanning both digital and print assets.
- Created packaging, social media content, advertisements, and event collateral.
- Modernized brand identity, resulting in a **3x increase** in Instagram followers and sales growth on Taiwan's leading creative crowdfunding platform, Zeczec.

**Teaching Assistant- ArtCenter College of Design** | Sep. 2022- Dec. 2024

- Assisted lead instructors with curriculum planning, critiques, and studio/lab support.
- Provided one-on-one guidance in Adobe Creative Suite and illustration workflows.
- Mentored students in visual storytelling and design thinking; several student projects were selected for gallery exhibition.