



Jacquelyn Lin



Portfolio Website: jklinart.com
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SUMMARY

Illustration-focused graphic designer specializing in apparel, branding, and narrative-driven visual communication. Experienced in developing original illustrations and production-ready graphics across fashion, editorial, publishing, and digital media.

EXPERIENCE

Graphic Designer & Apparel Illustrator | *Miss Me* | Feb 2026 – Present

- Research and develop original, highly detailed illustrations and graphic artwork for commercial apparel, translating concepts into production-ready designs aligned with brand identity and current trends.
- Design visual assets for social media, email marketing, e-commerce, and brand communications, maintaining cohesive visual direction across digital channels.
- Develop design concepts and sample layouts; present creative solutions to management and refine artwork based on feedback.

Graphic Designer/ Art Teacher | *Halona Art and Culture Center* | Jan 2025- Feb 2026

- Create illustration-driven visual assets including posters, banners, promotional materials, and digital content to support events and community outreach.
- Develop and maintain branded website content across Squarespace and Wix, curating student artwork and applying strong visual hierarchy, composition, and consistency.
- Design educational and presentation materials across traditional and digital media, translating creative concepts into clear, engaging visuals.

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.

SKILLS

Illustration: Editorial, Book & Narrative Illustration, Character Design, Concept Development, Apparel Graphics

Design: Graphic Design, Layout, Typography, Visual Identity, Packaging, Textile Design, E-Commerce, Marketing Campaigns

Tools: Adobe Illustrator, Photoshop, InDesign, Procreate

Languages: Mandarin (Native), English (Fluent)

EDUCATION

ArtCenter College of Design | Graduated with Honors GPA 3.75 |

Sep 2020 – Dec 2024

Bachelor of Fine Arts in Illustration, Business Minor