

GEORGE LIN

- ◆ Videographer & Visual Effect Artist
- ◆ Web Designer
- ◆ Graphic Designer

Portfolio Georgelin.co
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PROFILE

An enthusiastic **videographer** who can do **web**, **graphic design** and **animations**. Flexible with a wide array of creative and technical tools, competent at solving multidisciplinary problems while studying at the School of Interactive Arts and Technology at Simon Fraser University.

TECHNICAL SKILLS

Design ◆◆

Photoshop
Illustrator
InDesign
Maya
Unity

Media ◆◆

Premiere Pro
After Effects
Lightroom
Animate
Audacity

Coding ◆

HTML
CSS
Java Processing
Arduino

DESIGN EXPERIENCE

Digital Designer, Photographer

Aug 2016 - Present

Freelance - Master Badminton Ltd.

- Independently create graphics for the company's products, such as badminton jerseys, shuttlecocks, rackets and sport bags in Illustrator and Photoshop, that were later being used for several badminton tournaments and sold as merchandise to Master Badminton's students. Which gained more attention for the company than it was before.
- Redesigned the webpages and rearranged the content of the company's official website, greatly increasing readability and overall layout.
- Create marketing and advertising materials such as posters, banners and signage for Master Badminton events and promotions.
- Shoot photos of both Master Badminton events and products for the company's website and social media, then edit them in Photoshop and Lightroom.

Tools Illustrator, Photoshop, Lightroom, HTML & CSS

Web Designer

Sep 2020 - Dec 2020

Internship - Downtown Surrey Business Improvement Association

- Designed and developed websites to give the businesses a digital presence
- Redesigned existing websites of the businesses to improve its UX/ UI, and navigation to average more pages per visit and to ensure the websites are visually aligned with their brand
- Debugged errors and usability issues for the websites of the businesses
- Created custom graphical icons for websites.
- Filmed and edited two over 60-second highlight videos of local businesses to use via social media and on the website to promote local businesses.
- Assisted with photography for each business, then edited and utilized photos for websites and social media
- Designed pamphlets that gave small businesses instructions for how to properly operate and updated their website with WordPress or Wix platform
- Improved Search Engine Optimization (SEO) of websites with the aid of the Social Media intern

Tools HTML & CSS, WordPress, Photoshop, Illustrator, Premiere Pro, Lightroom, After Effects, InDesign

VIDEO & ANIMATION EXPERIENCE

TV Lead Producer, Junior TV Producer

Student Union - Interactive Arts and Technology Student Union (IATSU)

May 2019 - Apr 2020

Nov 2018 - Apr 2019

- Captured footage of IATSU's main events to create promotional videos and highlights, that were published on YouTube and other social media platforms.
- Compiled and edited video footage, images, and sound in Premiere.
- Created visual effects and motion graphics to enhance the message of videos in After Effects.
- Planned, organized, and facilitated a 3-hour VFX workshop for SIAT students to promote VFX knowledge.
- Collaborated and communicated effectively with the executive team to complete cohesive video projects.
- Efficiently produced video content in tight schedules with quality by finding the balance between academic work and IATSU projects, which enriched time management skills.

Tools Premiere Pro, After Effects, Photoshop, Lightroom, Maya

Video Editor, 3D Modeler, Animator, Character Designer

Academic Project - HEIST HAZARD (Animation)

May 2019 - Aug 2019

- Edited the render footages and sound effects into one cohesive animated short film in Premiere Pro.
- Added visual effects to enhance the message of the narrative using After Effects.
- Designed and modeled 3D characters, objects, and the environment through iterations in Maya.
- Constructed and deliberated ideas logically and coherently.
- Communicated and cooperated with teammates effectively that allowed me to easily pick up their tasks for readjustments and enhancements. Which helped improve the overall narrative of Heist Hazard, develop team working skills, and refine organization skills.

Tools Maya, Premiere Pro, After Effects, Substance Painter

EDUCATION

B.A, Interactive Arts and Technology Design Concentration, Communication Minor

Simon Fraser University, Canada

Jan 2018 - Present

CGPA 3.35 / 4.33

The School of Interactive Arts and Technology (SIAT) is a unique program that combines interaction, art, and technology and teaches students conceptual and hands-on design in innovation.

INTERESTS

Activities:

- Passionate about photography and cinematography
- Like creating modifications for video games, such as custom maps and 3D models.
- Spends free time watching movies and adore the science fiction genre.
- Painting and sketching, which allow creativity to be expressed freely.
- Outdoor activities such as hiking, cycling, rock climbing, and exploring are things that promote relief
- Love rock music, especially punk rock, and play electric guitar.