

# Xiaofeng Lin

Wildcard Designer | Art Director

**Portfolio** - <http://lxfmm8.github.io/>

215-307-7645 | [linx137@newschool.edu](mailto:linx137@newschool.edu)

## Experience

SEP 2018—PRESENT

Senior Art Director, The Bloc, NY

● HEALTHCARE

Campaign concepting, branding and logo design, storyboards, web design, emails, iconography, photoshoot assistance, presentations

**Clients:** Merck Vaccines, Merck Fertility, Merck Belsonra, Becton Dickinson, Selecta, UroGen, Inbrija, Illumina

JUL 2017—SEP 2018

Interactive Designer, Marvel (Disney), NY

● ENTERTAINMENT

Led visual design in custom webpages, created responsive wireframes, mockups, email, brand identities for LOBs

**Clients:** Marvel.com, MarvelHQ, Marvel Insider, Mastercard, Synchrony, Hasbro, Lexus

JUL 2015—JUN 2017

Designer, Union Design LLC, NY

● REALESATTE

Created visual designs, UI layouts, icons, managed CMS and asset directories for multi-platform digital products

**Clients:** Brookfield, Oxford Properties Group, SL Green Realty Corp., L&LHolding, Lerner Enterprises, The Global Fund, Kosmos Jewelry, Lyrical, Drive 21

JUN 2014—AUG 2014

Marketing Assistant, Confrimit, NY

Created branding materials, web-based assets, emails

JUN 2014—SEP 2014

UI/UX Designer, Markers LLC, NY

Created wireframes for company enterprise software

NOV 2013—NOV 2014

Graphic Designer, FrameConcepts, NY

Created hand-drawn sketches and digital design solutions for information graphics

JAN 2013—NOV 2014

Freelance Columnist, SYF Art Monthly, Beijing

Wrote various essays on art and design events

JUN 2012—SEP 2012

Graphic Designer, Barrel Maker Printing, IL

Created branding and marketing materials

MAY 2012—JUN 2013

Freelance Illustrator, Cake Top Publishing, IL

Created illustrative & typographic images for cakes

## Volunteer

JUN 2019—PRESENT

Catchafire.org

● NONPROFIT

Help nonprofit organizations with different types of design projects including infographics, illustrations, brand guidelines, and logo designs, etc.

**Clients:** UC Berkeley Underground Scholars, Waikiki Health, Lori's Hands, Venice Heritage Museum, Community Service for Every1, Global Village Project, Parent Aid Child Abuse Prevention Center, Sonran Institute, Tucson Children's Museum, Economic Awareness Council

## Education

JUL 2013—MAY 2015 | GPA 3.74

Parsons the New School for Design, NY

Master of Fine Arts - Design & Technology

SEP 2011—MAY 2013

School of the Art Institute of Chicago, IL

Bachelor of Fine Arts - Visual Communication Design

SEP 2009—AUG 2011 | GPA 3.85

Bucks County Community College, PA

Associate of Arts - Graphic Design

## Skills

### Methods and Solutions

Art Direction, UI Patterns, Wireframes / Visual Frameworks, Visual Design, Typography, High-fidelity Sketching, Prototyping, 3D Modeling, Information Architecture, Information Design, Infographics, Brand Identities, Icons

### Software

Photoshop, Illustrator, InDesign, Sketch, Affinity Designer, Blender 3D, Flash (entry)

### Web Technologies

HTML5, CSS, Sass, Javascript, JQuery, Angular, SVG

### Traditional Media

charcoal, color pencil / watercolor pencil, marker, acrylic, printmaking (lithography / relief / etching), letterpress, clay modeling, origami, oil paint (entry)

### Hobbies

philosophy, anthropology, music, basketball, swimming, table tennis, cooking