

# LYNN WUHAN LIN

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W [LynnLinDesign.com](http://LynnLinDesign.com)

Profession:

Graphic Design

Always shows up

With heart & soul

## OBJECTIVE

To obtain a visual communication role with a creative team, where I will contribute my branding, UI/UX skills, and freshly gained creative coding knowledge.

## SKILLS

- Adobe CC Suite
- Motion Graphic
- Sketch (UI/UX)
- Flinto (UI/UX)
- Invision (UI/UX)
- Keynote / PowerPoint
- Cinema 4D
- Photography
- Film Editing(AF)
- Carbin-AR (AR)

## EDUCATION

### Academy of Art University

Fall, 2013–Spring, 2017

MFA, School of Graphic Design & Digital Media

## ADDITIONAL TRAINING

### Type@Cooper

Python for Designers | 2019

Augmented Type | 2019

### School of Animation

Cinema 4D Basecamp | 2019

## AGENCY EXPERIENCE

### Superunion 扬特品牌同盟, Shanghai

Senior Designer | December, 2020–March, 2022 |

Worked closely with the strategy team and design team on the execution of branding projects. Attended initial client workshops and strategic meetings, conducted and presented design concepts with storytelling, executed and finished branding projects from logo, VI system, KV, and brand guidelines.

### BBH, Shanghai

Visual Designer | April, 2020–December, 2020 |

—Google 谷歌出海计划 social campaign (YouTube ad, Wechat and other Chinese social platform);

—Campaign ideation, clients includes Martell, Max Factor;

### Leibowitz Branding & Design, New York

Visual Designer | May, 2019–March, 2020 |

Worked closely with the creative director and web developers on branding, responsive-design website design. Industries I worked with include Financial & Wealth management, Health Care & Wellness, Tech start-ups, etc.

### Honey, Sacramento

Graphic Designer | September, 2017–January, 2019 |

Worked closely with the creative design team on strategy and execution of branding projects and campaigns. Involved in every step of the project lifecycle from attending initial client workshops and strategic meetings, to concepting and developing logo, brand VI assets. Works include campaigns installations, print / digital collateral, social media graphics.

## FREELANCING EXPERIENCE

### ColorKey, Shanghai | April–May, 2022 |

Participated as a key designer in a in-house rebranding project for a well established Chinese cosmetic brand.

### Lab 101 沛瑞, Shanghai | March–April, 2022 |

Built a distinguishing brand look for a well established Chinese skin care brand, including VI asset and art direction for packaging.

### NARS, New York | February–March, 2019 |

Highly animated Keynote presentations for NARS global convention 2019

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Selected work:

**LAB 101**

REBRANDING

PACKAGING

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**01**

Selected work:

# LAB 101

CONFIDENTIAL

Client:

尚美(广州)化妆品股份有限公司

Re-branding

KVs

Packaging Design

## OBJECTIVE

Re-vision a new and coherent look and feel for an established skincare brand, based on the current logo.

### Each direction includes:

- Visual Concept
- Visual System
- Packaging Platform
- Family Look Mockup
- KVs Style & Mockup
- Online Platform Mockup
- Retail Space Mockup

## VISUAL CONCEPT

From lab to home, sealed and packed with care.

*Your safety is our priority*



## BRAND LOGO

# Lab<sub>101</sub>





CONFIDENTIAL



**PACKAGING PLATFORM**

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BRAND LOGO

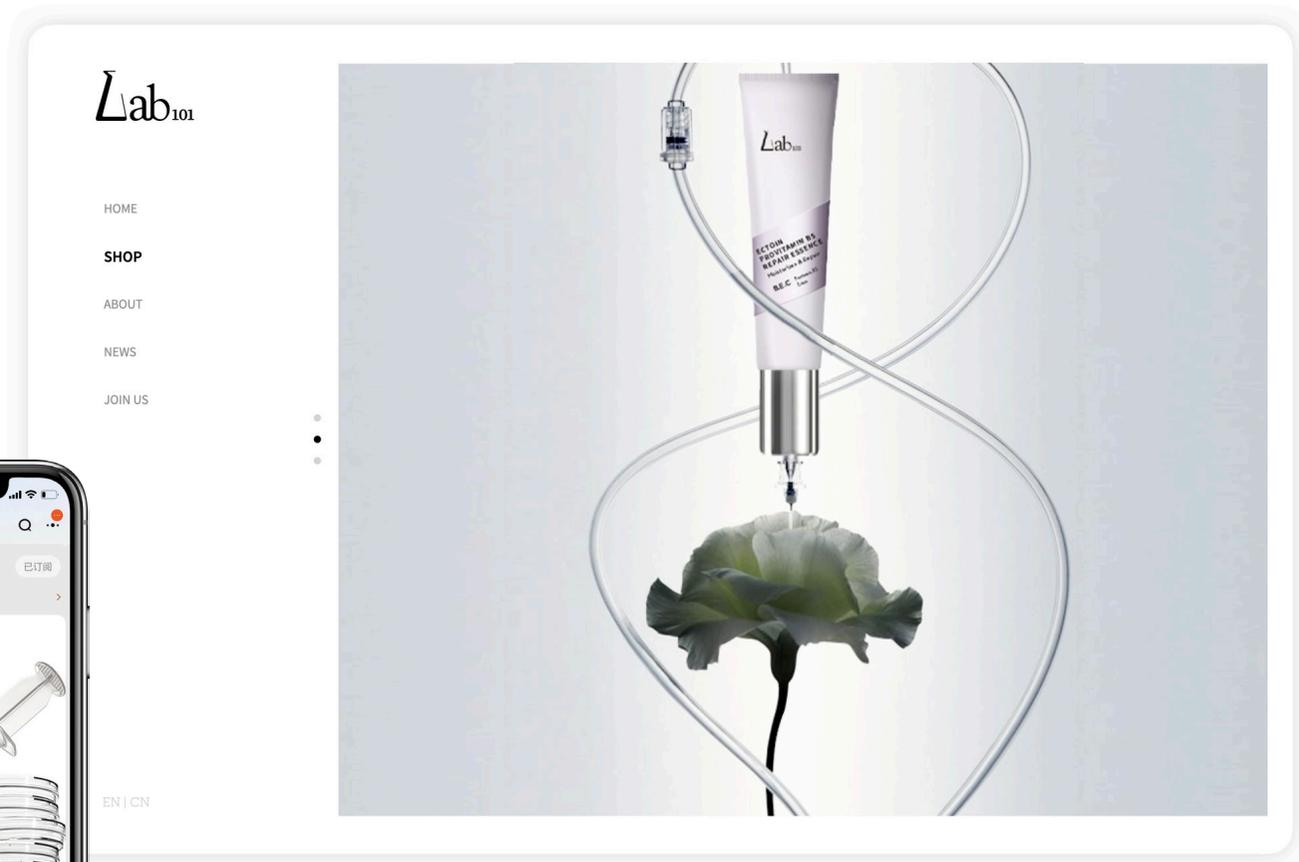
PRODUCT-LINE-COLOR CODED BRAND FLAG

PRODUCT INFORMATION+RTB





CONFIDENTIAL



# Lab<sub>101</sub>

*Your safety  
is our priority*



CONFIDENTIAL



Lab<sub>101</sub>



Lab<sub>101</sub>



Lab<sub>101</sub>



Lab<sub>101</sub>



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Selected work:

**COLORKEY**

REBRANDING

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02

Selected work:

# COLORKEY

CONFIDENTIAL

Client:

尚美(广州)化妆品股份有限公司

Re-branding

KVs

Spacial Design

## OBJECTIVE

Re-vision a new and coherent look and feel for a long-established cosmetic & beauty brand, based on the current logotype.

### Each direction includes:

- Visual Concept
- Brand Icon/Monogram
- Persona Image Style
- KVs Style & Mockup
- Online Platform Mockup
- Retail Space Mockup

## BRAND LOGO

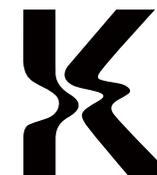
# COLORKEY

## VISUAL CONCEPT

Explore the Wonderland of Colorkey. Dare to venture, to discover all possibilites.

## BRAND NOMOGRAM

The Key to venture in the Wonderland.



# COLORKEY



DEAR TO VENTURE



CONFIDENTIAL

BRAND COLOR COMBOS



CONFIDENTIAL



JCDecaux

# COLORKEY



## DARE TO VENTURE

CONFIDENTIAL





RETAIL SPACE



CONFIDENTIAL



# COLORKEY

DEAR TO VENTURE



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Selected work:

**TINIBITE**

BRANDING

PACKAGING

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03

# Tinibite 英氏忆小口

Client:

湖南英氏营养食品有限公司

Branding

Packaging Design

## OBJECTIVE

To establish a memorable brand look and standout packaging design for Tinibite, a between-meal-nibbles brand designed for children aged 4-7 years old.

Tinibite is developed and launched by Engnice, after the successful launching of Enoulite, a dietary supplement food for babies, and the NO.1 market sale performance.

## DELIVERABLES

- VI Design/ Brand Asset
- Packaging Platform
- Brand Guideline
- Packaging Guideline



## IP AS BRAND ASSET

When building the brand, we agreed that it'd be a good idea to have four IP figures to represent four product lines as a friendly and memorable way to communicate with children.

Therefore we collaborated with an IP/3D designer to design and develop four color coded IP figures.





爱吃海味系列产品标识: 海蓝色



爱吃谷物系列产品标识: 谷黄色



爱吃果蔬系列产品标识: 叶绿色



爱上牛奶系列产品标识: 温奶色





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Selected work:

**LIVIT LIFE INSURANCE**

BRANDING

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**04**

Selected work:

04

## Livit Life Insurance 小康人寿

Client:

小康人寿保险有限责任公司

VI

Website/UI Design

Illustration

### OBJECTIVE

To establish a friendly and trustworthy brand for a life insurance company whose target audience is the younger generation who is about to, or newly started lives of their own.

### DELIVERABLES

VI Design/ Brand Asset  
Website  
Brand Guideline

### LOGO IDEATION



a heart shape as "Love" & "Care";

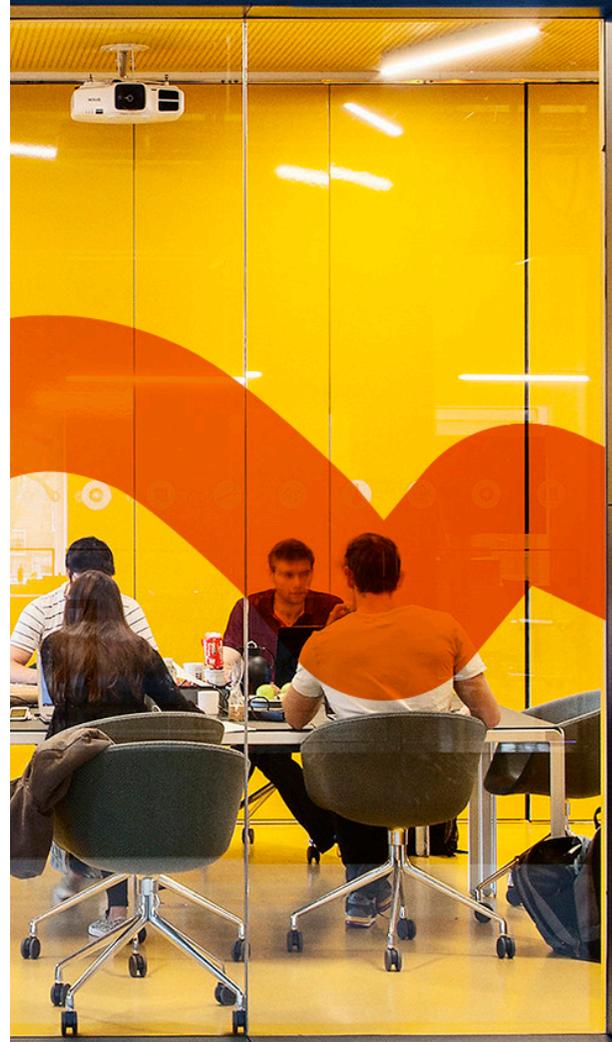
a check-mark shape as "Accountability" & "Trustworthy"





  
小康人寿  
Livit Life Insurance

小康所在 心之所安  
Your company for  
Peace of mind—Livit.





Selected work:

# Moment Hotel 拾光酒店

CONFIDENTIAL

Client:

锦江国际集团有限公司

Branding

## OBJECTIVE

To envision and bring life to a new boutique hotel, where young people could seek some quality time and memorable moments in life.

### Each direction includes:

- Concept
- Moodboard
- Logo
- Color Palette
- Mockups to demonstrate the brand

## CONCEPT & LOGO

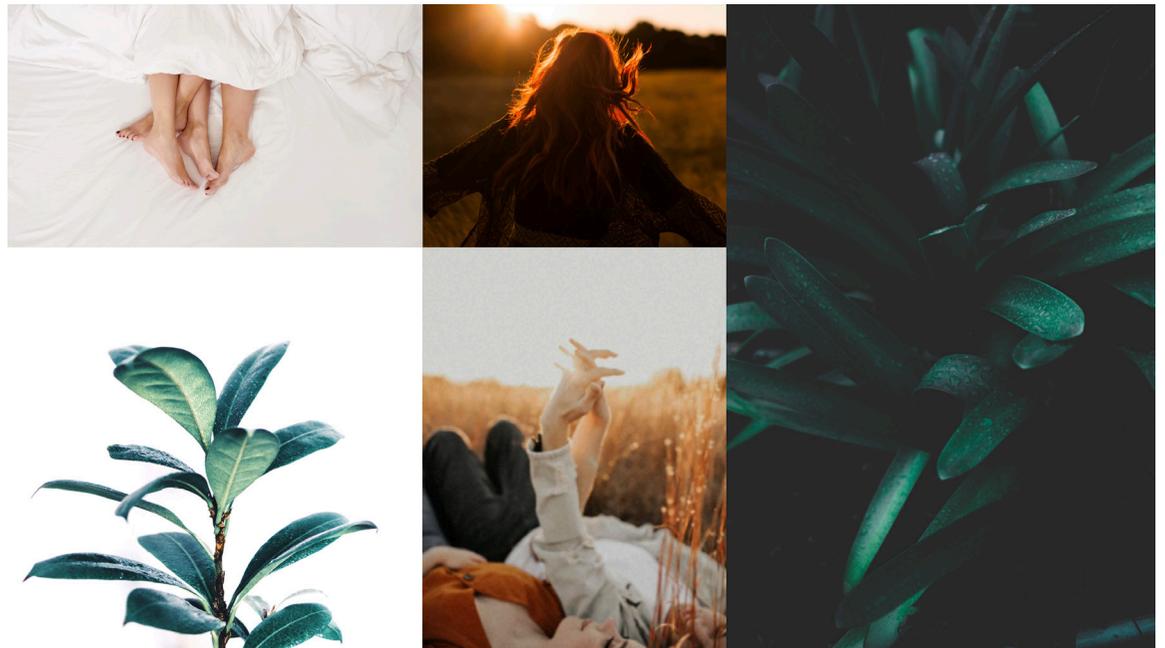
Embrace every season in life. Learn from the bad, be grateful for the good. Grow like a tree, sing like a bird.



拾光酒店  
MOMENT HOTEL



## MOODBOARD





拾光酒店  
MOMENT HOTEL





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Selected work:

**SHOREHAVEN**

BRANDING

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06

Selected work:

06

## SHOREHAVEN ↗

Client:

ShoreHaven Wealth Partners

VI Design

Website Design

### OBJECTIVE

To develop and build a visual system (VI and website) for a wealth management brand, ShoreHaven, which locates at the New Jersey shore.

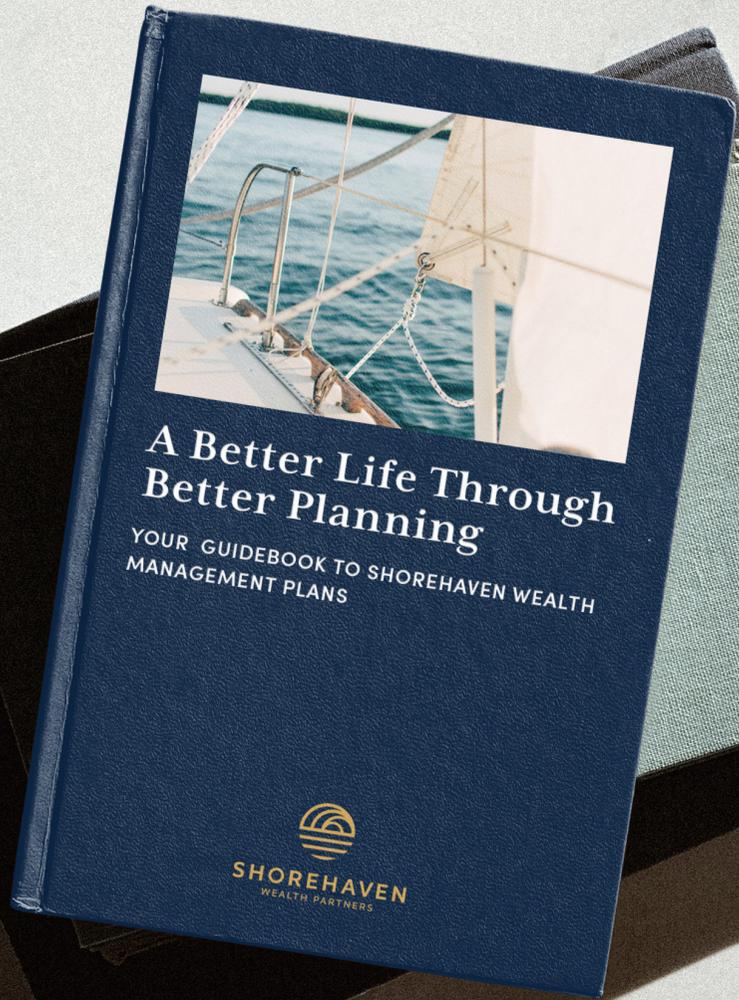
### DELIVERABLES

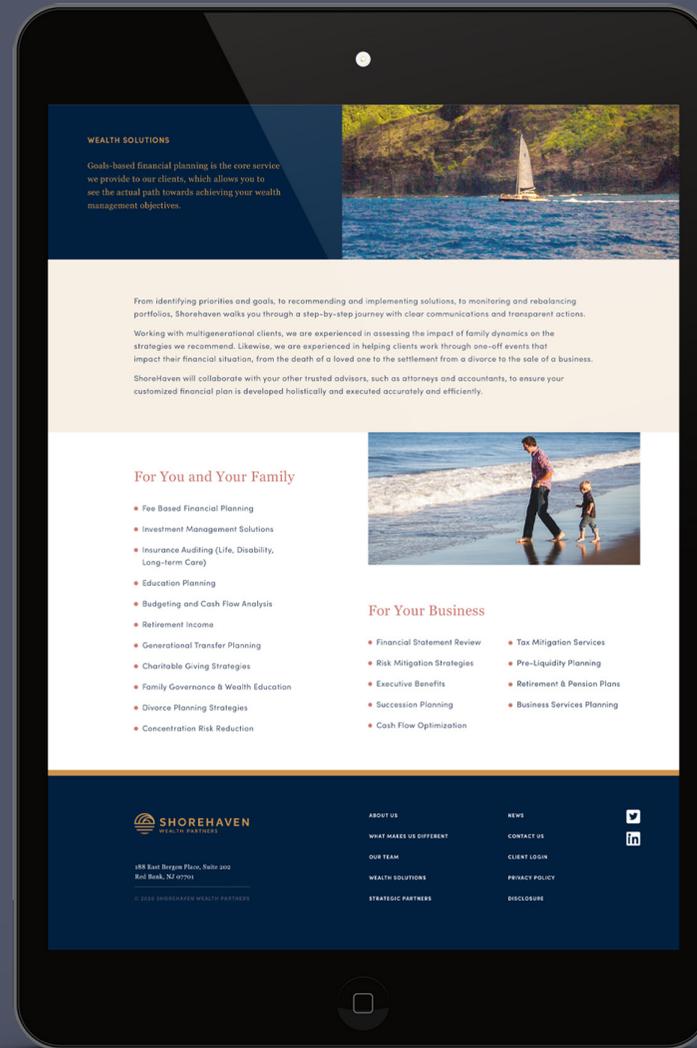
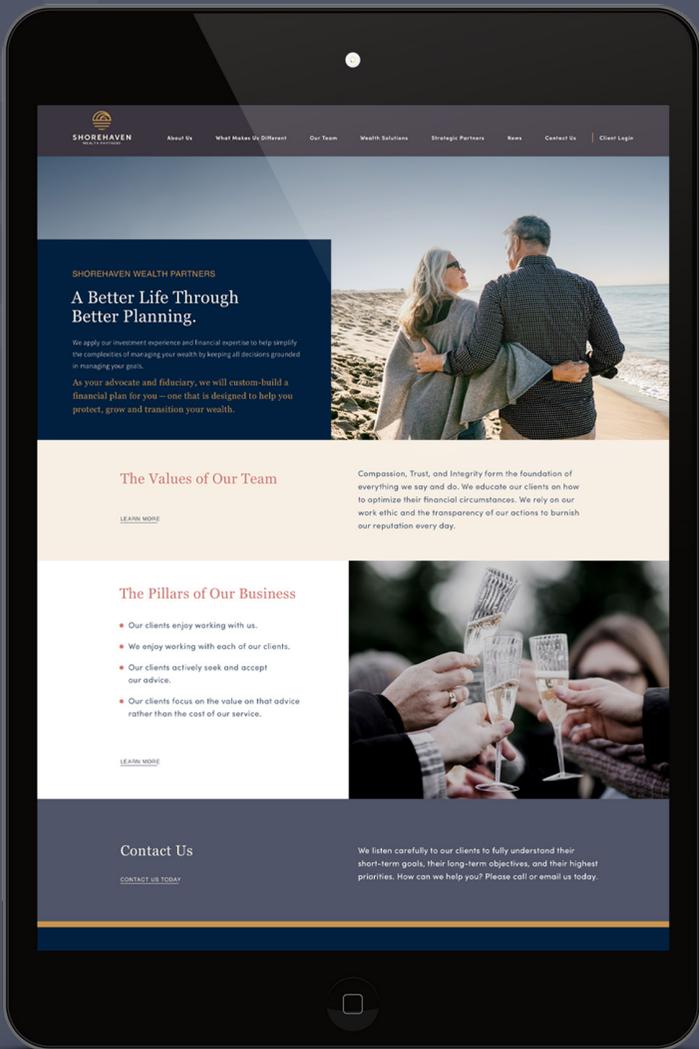
VI Design  
Website

### LOGO

Far off the shore, a golden wave at the horizon.







SHOREHAVEN WEALTH PARTNERS

## A Better Life Through Better Planning.

We apply our investment experience and financial expertise to help simplify the complexities of managing your wealth by keeping all decisions grounded in managing your goals.

As your advocate and fiduciary, we will custom-build a financial plan for you—one that is designed to help you protect, grow and transition your wealth.



### The Values of Our Team

Compassion, Trust, and Integrity form the foundation of everything we say and do. We educate our clients on how to optimize their financial circumstances. We rely on our work ethic and the transparency of our actions to burnish our reputation every day.

[LEARN MORE](#)

### The Pillars of Our Business

- Our clients enjoy working with us.
- We enjoy working with each of our clients.
- Our clients actively seek and accept our advice.
- Our clients focus on the value on that advice rather than the cost of our service.

[LEARN MORE](#)



### Contact Us

[CONTACT US TODAY](#)

We listen carefully to our clients to fully understand their short-term goals, their long-term objectives, and their highest priorities. How can we help you? Please call or email us today.

### WEALTH SOLUTIONS

Goals-based financial planning is the core service we provide to our clients, which allows you to see the actual path towards achieving your wealth management objectives.



From identifying priorities and goals, to recommending and implementing solutions, to monitoring and rebalancing portfolios, Shorehaven walks you through a step-by-step journey with clear communications and transparent actions.

Working with multigenerational clients, we are experienced in assessing the impact of family dynamics on the strategies we recommend. Likewise, we are experienced in helping clients work through one-off events that impact their financial situation, from the death of a loved one to the settlement from a divorce to the sale of a business.

ShoreHaven will collaborate with your other trusted advisors, such as attorneys and accountants, to ensure your customized financial plan is developed holistically and executed accurately and efficiently.

### For You and Your Family

- Fee Based Financial Planning
- Investment Management Solutions
- Insurance Auditing (Life, Disability, Long-term Care)
- Education Planning
- Budgeting and Cash Flow Analysis
- Retirement Income
- Generational Transfer Planning
- Charitable Giving Strategies
- Family Governance & Wealth Education
- Divorce Planning Strategies
- Concentration Risk Reduction



### For Your Business

- Financial Statement Review
- Risk Mitigation Strategies
- Executive Benefits
- Succession Planning
- Cash Flow Optimization
- Tax Mitigation Services
- Pre-Liquidity Planning
- Retirement & Pension Plans
- Business Services Planning



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Selected work:

**IMSNY**

BRANDING

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**07**

Selected work:

07

**IMSNY** ↗

Client:

Innovative Management Solution New York

VI Design

Website Design

### OBJECTIVE

To establish a holistic brand language that will evolve and reflect IMSNY's brand mission and core value.

IMSNY integrates technologies and leverage data to help behavioral care and health services networks within practice care settings in scalable and cost-effective ways.

### DELIVERABLES

VI Design  
Website Design

### PRIMARY LOGO

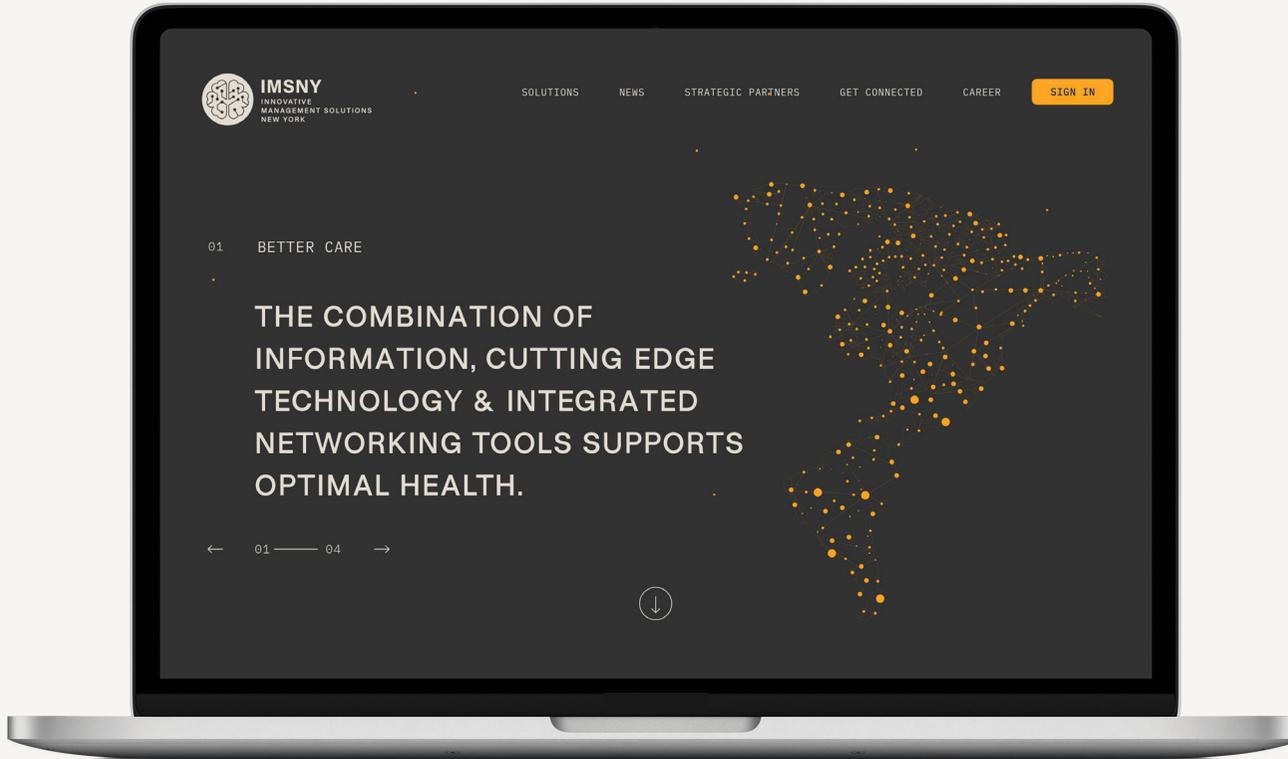


### SECONDARY LOGOS & COLOR COMBOS



### BRAND COLORS





## Metro Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#\$%&<«"'"»>

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#       '"'»>

BOLD

## IBM Plex Mono

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#%\$&<<"'"»>

EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#%\$&<<"'"»>

REGULAR

**LOREM**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim adsgd minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor inolestie consequat.

**DOLOR**  
 CONSECTETUER  
 SED DIAM  
 ZUGUODA

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim adsgd minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor inolestie consequat.

[READ MORE](#)

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Selected work:

**OPENING DOORS**

REBRANDING

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08

Selected work:

08

## OPENING DOORS ↗

Client:

Opening Door, Sacramento

VI Design

Website Design

### OBJECTIVE

To re-brand an non-profit organization — Opening Doors.

Opening Doors provides comprehensive life-changing services for refugees, immigrants, and human trafficking survivors and their families in the Sacramento (California) region.

### OLD LOGO



### VISUAL AUDIT

To avoid any door-pushing-to-open images that one could easily find online, such as examples shown below:

open OPEN]DOOR

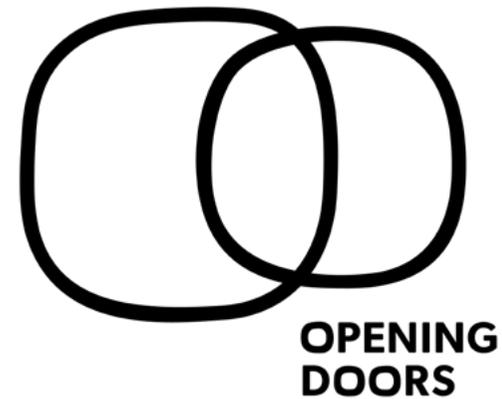


### INSPIRATION:

Without affecting the balance of a space, sliding doors allow two spaces to communicate without offending each other.

—*The Elegance of the Hedgehog, a novel*

### NEW LOGO:



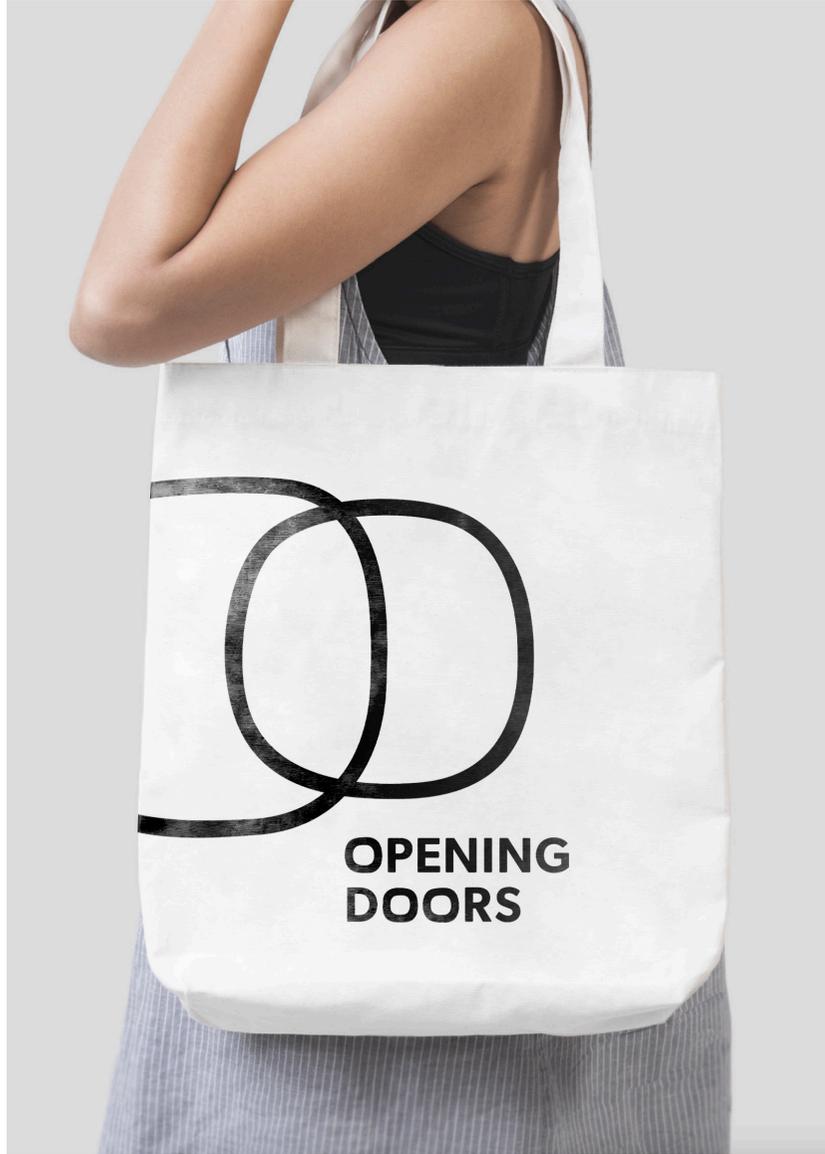
### GRAPHIC ELEMENTS:

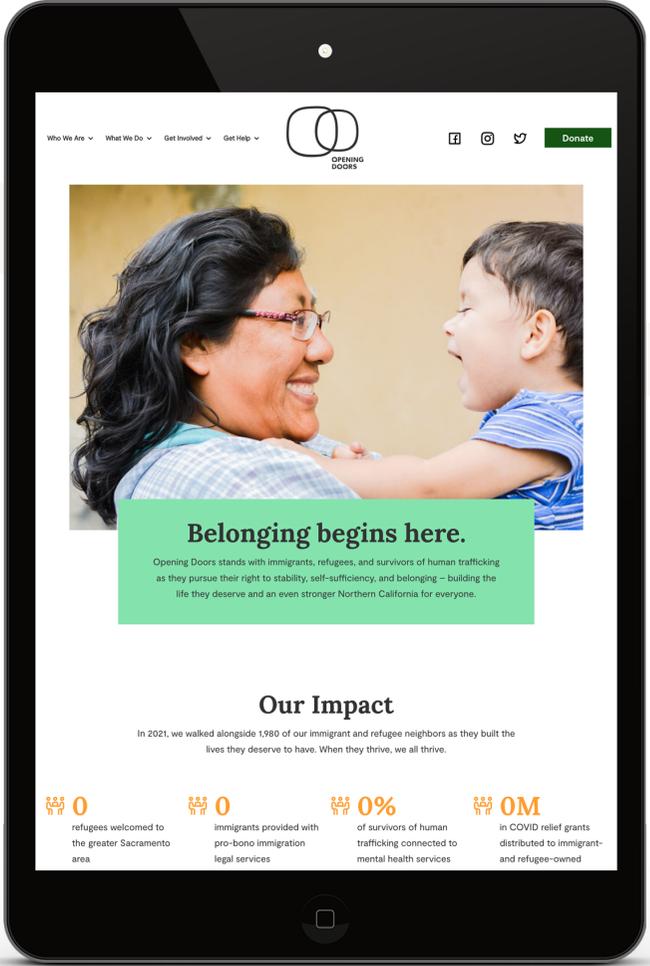
à á â ð  
¿ @ ñ ð



Using elements from non-English alphabets to create patterns to deliver the idea of weaving diversity and multi-cultures







### Belonging begins here.

Opening Doors stands with immigrants, refugees, and survivors of human trafficking as they pursue their right to stability, self-sufficiency, and belonging — building the life they deserve and an even stronger Northern California for everyone.

### Our Impact

In 2021, we walked alongside 1,980 of our immigrant and refugee neighbors as they built the lives they deserve to have. When they thrive, we all thrive.

-  **0** refugees welcomed to the greater Sacramento area
-  **0** immigrants provided with pro-bono immigration legal services
-  **0%** of survivors of human trafficking connected to mental health services
-  **0M** in COVID relief grants distributed to immigrant- and refugee-owned



### Brothers Reunited

When Kabul fell, Amir — who had been waiting years for a Special Immigrant Visa — and his wife Gili quickly fled to the airport hoping for seats on one of the few evacuation flights.

In Sacramento, Amir's brother, Bashir, worried for his brother and wondered if he'd ever see him again. After several anxious days, Bashir was elated to learn Amir and Gili were evacuated — only to be frustrated by their long wait at Fort Lee.

Finally, in late October, Amir and Gili were connected with Opening Doors and begin the final leg of their long journey to Sacramento where he and Bashir, after many years apart, were finally reunited.

—Refugee Programs Client



### Safety for Elisa's family

Elisa's daughter, Gisell, then 14, was kidnapped by a gang member in the capital city of San Salvador. After his arrest, Gisell was forced to visit him in prison and soon became pregnant. Elisa tried to protect her daughter but, without any support from the government, violence toward her family escalated. Fearing for their lives, Elisa's family fled to the U.S.

Now in Sacramento, Elisa and Gisell sought asylum. In immigration court, the government's attorney argued that they were victims of crimes, not political persecution, and should be returned to El Salvador.

However, our Immigration Legal Services team argued that they were victims of persecution due to their membership in a social group "Salvadoran women," and the violence Salvadoran women endure. The judge, swayed by the case presented by Opening Doors' team, granted asylum for Elisa and her family.

—Immigration Legal Services Client



### A Safe Place to Land

Mohammad worked for the U.S. military in Afghanistan. His wife Fatima, pregnant with the couple's third child, cared for their children.



# OPENING DOORS

OPENING  
DOORS

A New Journey  
Begins Here.  
Welcome Home.



OPENING  
DOORS



OPENING  
DOORS



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Selected work:

**ATLAS LAB**

BRANDING

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09

Selected work:

09

## ATLAS LAB ↗

Client:

Atlas Lab, Sacramento

VI Design

Website/UI

Animation

### OBJECTIVE

To re-brand Atlas Lab and update its website

Atlas Lab is an award winning northern California-based landscape architecture studio that designs spaces across various scales ranging from urban installations, commercial areas, urban streets, to regional open spaces and parks..

### OLD LOGO



### DESIGN CHALLENGE/ BRIEF

To keep certain recognition of their old logo, while create a modern, friendly and dynamic look.

### DESIGN IDEATION:



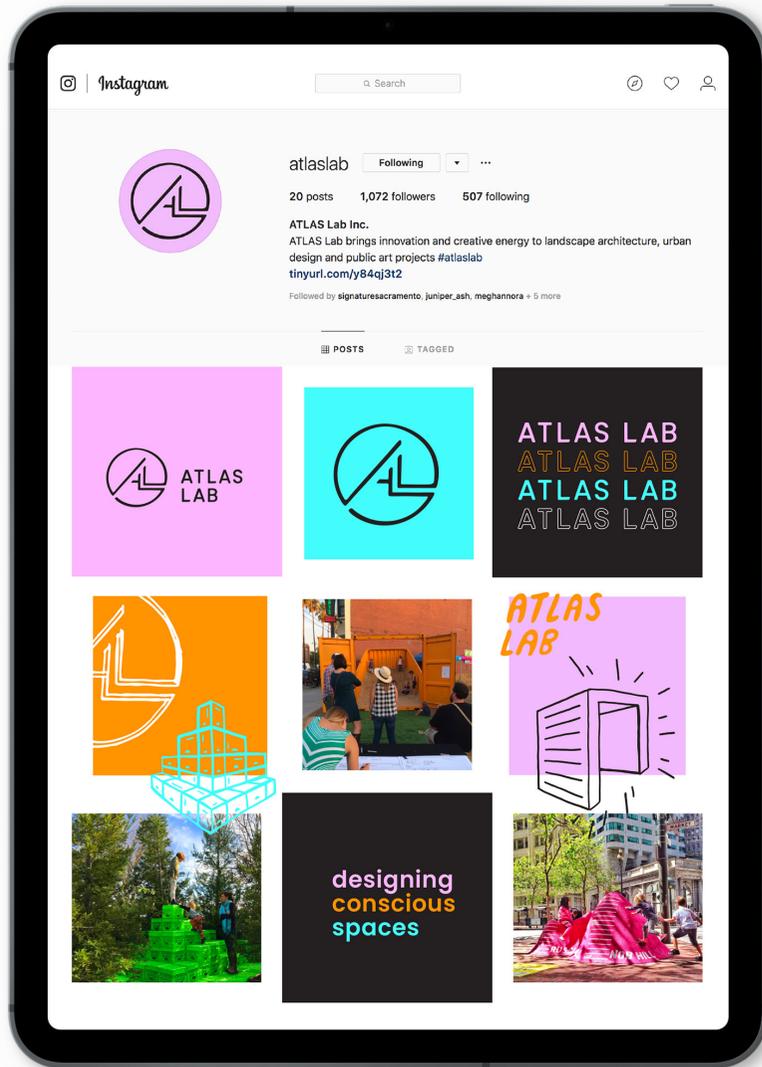
### THE LOGO:

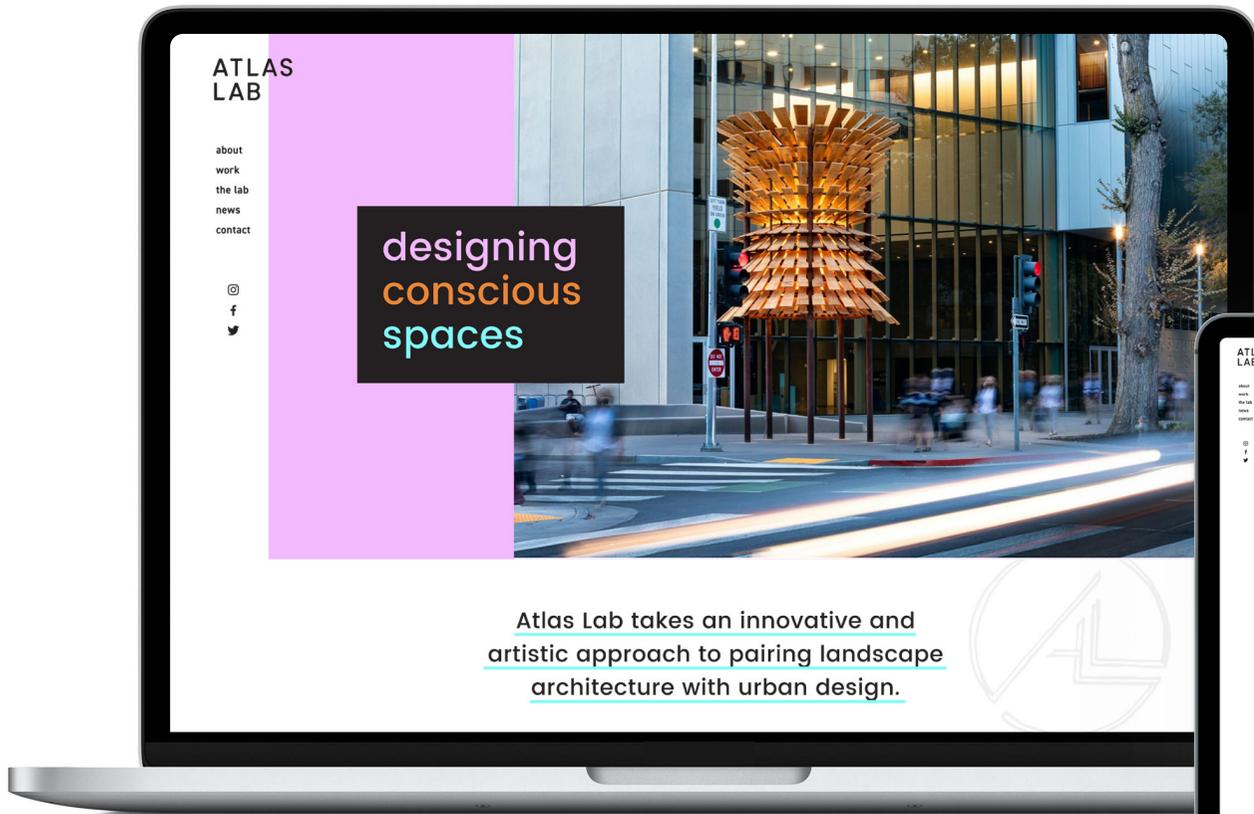


### BRAND ELEMENTS:

A set of animated, sketch-like logo marks to represent the design process, as for an architecture studio, also to reveal an energetic and dynamic brand tone.







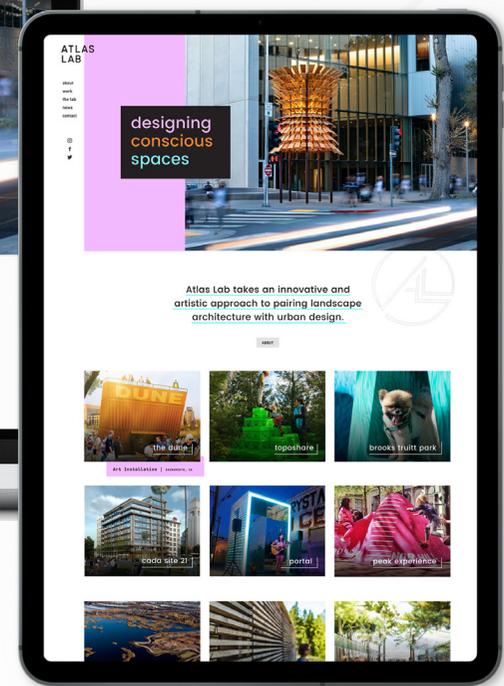
ATLAS  
LAB

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designing  
conscious  
spaces

Atlas Lab takes an innovative and artistic approach to pairing landscape architecture with urban design.

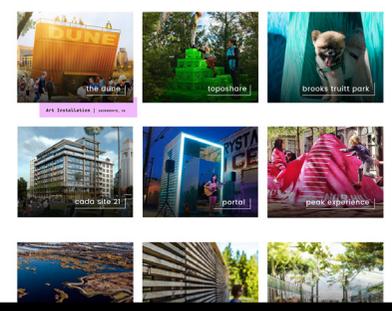


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Atlas Lab takes an innovative and artistic approach to pairing landscape architecture with urban design.



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LAB







for more case studies,  
please kindly visit  
[lynnlindesign.com](http://lynnlindesign.com)

**Contact:**

[lynnwhlin@gmail.com](mailto:lynnwhlin@gmail.com)

172 6969 2694

... thank you