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## Phoebee Yi-Hsuan Lin

Graphic Designer

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## Education

09 2023 – Present

### ArtCenter College of Design

Pasadena, CA

Candidate for a Master of Fine Arts in Graphic Design

Focused Coursework at ArtCenter: Participated in a three-day rigorous workshop, collaborating with UI and Product Design students to develop a proposal for a digital hair color system for CLICS.

09 2018 – 05 2023

### Northeastern University

Boston, MA

Bachelor of Fine Arts in Graphic Design

Co-op Program at Northeastern: Experiential learning model that integrates full-time, paid professional work experiences (co-ops) with academic study.

## Experiences

01 2025 – Present

### Freelance Graphic Designer

Los Angeles, CA

Design the full brand identity for Abe Japanese Grocery, including logo, window graphics, print collateral, posters, and social media visuals. Create the user interface design for a wellness app for Circadia Health, translating complex wellness data into an intuitive and visually clear digital experience.

05 2025 – 08 2025

### Graphic Design Intern

Saylor Agency

Los Angeles, CA

Designed daily social media visuals for entertainment clients including Amazon Prime Video, Tubi, Hulu, and Disney, ensuring each aligned with its unique tone and brand guidelines. Created presentation decks for Sanrio client pitches and internal initiatives, supporting the agency's creative direction and storytelling.

05 2024 – 08 2024

### Visual Design Intern

Nell Kuo Design Studio

Taipei, Taiwan

Redesigned packaging, advertisement posters, and product icons for Truth Skincare to align with its renewed brand mission and vision. Rebranded SimpliComfy, an air mattress brand, by creating a new logo and cohesive visual system that strengthened its identity. Designed digital and print festival cards for a medical technology company, helping increase its seasonal visibility and engagement.

01 2022 – 06 2022

### Digital Graphic Design Co-Op

Sun Life Financial

Wellesley Hills, MA (Remote)

Redesigned postcards and flyers for PinnacleCare, a subsidiary company of Sun Life. Created social media assets, GIFs, and digital ads that increased audience engagement. Developed motion graphics for the company's website and presentations, contributing to a more cohesive and dynamic brand presence.

01 2021 – 06 2021

### Global Brand, Communication and Marketing Co-Op

ServiceNow

Santa Clara, CA (Remote)

Collaborated with the global brand team to create digital banners and motion graphics that visualized workflow stories across marketing channels. Developed brand guidelines for agency partners to ensure consistent messaging and visual identity.

## Skills

### Strong working knowledge of:

Illustrator, InDesign, Photoshop, Figma, Shapr3D, After Effects, Media Encoder, Lightroom, Processing, Slack, Framer, Keynote, Miro, Basecamp, Weavy AI, Gemini, ChatGPT

### Other Skills

Brand identity development, packaging design, modular typeface design, letterpress, photography

### Languages

Native in Mandarin, fluent in English

## Recognition

### 2025 IDA International Design Awards

Blooming (Multimedia-Brand Identity, Honorable Mention)  
Embark (Packaging-Food Packaging, Honorable Mention)

### 2025 MUSE Creative Awards

Blooming (Branding Campaign, Silver)

### 2024/2025 World Brand Design Society Award

Clover (Packaging, Commended)

### ArtCenter Student Gallery

Embark (Packaging, Summer 2025)  
Blooming (Brand identity, strategy posters, promotional posters, packaging, Spring 2025)  
Save Our Seas Foundation (Strategy and promotional poster, Fall 2024)  
Chaco (Packaging, Spring 2024)  
Clover (Packaging, Spring 2024)

### Scholarships

ArtCenter Graduate Continuing Scholarship (Fall 2024 – Present)  
ArtCenter Graduate Scholarship (Fall 2023 – Present)  
Duane and Betty Bohnstedt Endowed Scholarship (Fall 2025)

## Involvement

09 2019 – 05 2025

### Co-President, Event Officer, Art and Design

Northeastern Taiwanese Student Association  
Boston, MA

Organized cultural and social events and designed promotional materials during the first two years as Event Officer. Later served as Co-President, leading board meetings, improving team communication, and setting achievable goals that increased the club's productivity and engagement.