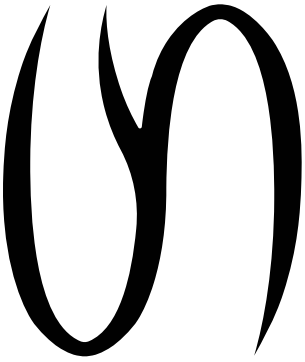
LYNN WU



VISUAL DESIGNER

PORTFOLIO

lynnxw.com

CONTACT

909 301 2529
lynnxwu7@gmail.com

SKILLS

Creative strategy, research strategy, team leadership, user experience (UX) design, user Interface (UI) Design, branding strategy, graphic design, 3D visualization, sequential design, photography, motion design

TOOLS

Adobe suite (Ps, Ai, Id, Ae, Pr), Figma, Cinema 4D, Solidworks, Zbrush, Modo, Unreal5, Blender, Keyshot, Rhino, Procreate, Microsoft Office, Python (circuit python)

LANGUAGE

English: Bilingual Proficiency
Chinese: Native Proficiency

EXPERIENCE

Branding & Visual Designer

Dora | Los Angeles, CA | 01/2023 - 12/2023 | Remote | Part-time

•Developed branding assets and graphic elements for the main website and customer emails.
•Created animation assets for website interactions using Blender and After Effects.
•Designed website rebuilding projects and original website concepts using the Dora platform.
•Produced and launched promotional videos using After Effects, Premiere, and Cinema 4D.
•Contributed to Dora AI winning the 'AI Product of the Year 2023' on Product Hunt, garnering over 3k upvotes.

Branding & Visual Designer

BMW Group | Munich, Bavaria, Germany | 06/2023 - 11/2023 | On-site

•Collaborated with cross-functional teams to design and develop AR projects.
•Applied UI/UX design principles to create immersive AR experiences.
•Utilized Blender and Unity to bring 2D designs to life in 3D environments.
•Created visual assets for the AR ride project at the BMW CES show in Las Vegas.

Visual Content Producer

SoFi | Los Angeles, CA | 02/2023 - 07/2023 | Remote | Contract

Created visual illustrations and infographics for web, email, and app platforms.
Increased daily news viewer click rate by 30%.
Used Adobe Illustrator and InDesign to visualize financial data.
Designed posters and banners for the website and app, focused on student finance content.

Graphic & Visual Design Intern

Change Lab | Los Angeles, CA | 09/2022 - 12/2022 | On-site

•Designed promotional visuals for social media platforms using AE, AI, and PS.
•Developed branding and visual language assets for an educational digital platform.
•Established brand guidelines and a promotional brochure.
•Proposed program plans and visual brochures for client partnerships.

Professor Assistant, "Prototype, Hack, Code, Repeat" Course

ArtCenter | Pasadena, CA | 05/2022 - 08/2022 | On-site

•Refined course structure and managed interactive course materials on Canvas.
•Assisted, taught, and advised more than 20 students through personal project development.
•Wrote and revised Python code for electronic products.

ASUS Sponsor Project

ArtCenter | Pasadena, CA | 09/2021 - 12/2021 | On-site

•Designed products for immersive experiences for gamers.
•Developed animations for G14 Laptop AniMe Matrix technology, resulting in purchase by ASUS.
•Conducted interviews with e-sports players for insights.

EDUCATION

ArtCenter College of Design, Pasadena, CA

Bachelor of Science in Product Design & Business minor, GPA 3.945

ArtCenter's Provost's List, Spring 2020 - Spring 2024

RECOGNITIONS

ArtCenter Project Showcase
•Off the Record Sequential Design Project, 2024
•Symphony of Tension Sequential Design Project, 2024
•Rewind Sustainable Jewelry Project, 2024
•Flotar Project, 2021