



GIN LIN MULTIMEDIA DESIGNER

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ginlingraphicdesign.com

ABOUT ME

Gin is a Melbourne-based multimedia designer boasting extensive of Commercial graphic design experience. Proficient in utilizing diverse mediums including augmented reality, animation, and game-play, Gin curates immersive interactive experiences.

With a distinct focus on blending tangible elements with digital content, Gin's work revolves around the art of creating captivating interactivity. They often explores weaving of narratives and thought-provoking messages through engaging gameplay.

EDUCATION

Master of Animation, Games and Interactivity RMIT

- Graduate Dec 2023
- Focusing on games and interactivity

Bachelor of Arts San Francisco State University

- Graphic design focus.
- Commercial graphic design & Branding

2006-2010

EXPERIENCE

Game Designer @ Future Play Lab RMIT University

- *Symphony With*

- 2024 RMIT University Open Day
- 2024 RMIT University CampFest.
- 2023 Melbourne International Games Week

Intern Game Designer @ Future Play Lab RMIT University

- *Reworlding: Play the World We Want*

- 2023 Melbourne Design Week

Social Media Team leader for RMIT MAGI EXPO 2023

2023

Freelance Commercial, Branding and Social Media Campaigns design

I have worked with various industry clients, ranging from government departments, public university to café franchises. My expertise extends to branding and marketing campaign designs. Additionally, my experience has provided me with a comprehensive understanding of general web design, EDM, as well as social media platforms.

2015 - PRESENT

Crown & Fancy Café Senior Designer / Art Director.

- Branding & packaging design
- Digital & Prints
- Visual Merchandising design
- Worked alongside marketing team
- **Leaded 5+ event campaign designs**
- **Direct 2 main seasonal specials projects**

2013 - 2014 /
Kaohsiung, Taiwan

Most Green Online Grocer Senior Digital Designer 2014 - 2016

Freeyoung Advertising Junior Graphic Designer 2011 - 2013

SKILLS

Design Tools

Photoshop, Illustrator, InDesign, Clip Studio Paint, Adobe Aero

Illustration

Sketching, Color painting, Vector Graphics, Rendering

Animation

Harmony

Video Editing

Adobe Premier Pro

Web Development

CSS3, HTML5

CLIENTS

New Taipei City Government Cultural Affairs Department

- Cultural event
 - Commercial visual design
 - Prints
 - Banner on website
- New Taipei City, Taiwan

Sun Yat-sen University- Si Wan College

- Rebranding
 - Event and program collateral design
 - Social media design
- Kaohsiung, Taiwan

ACHIEVEMENTS

Teaching - Industrial Design Outreach

- A design program at Thurgood Marshall Academic School in San Francisco.
 - The goal was to inspire high school students to get involved with design and also learn about the design processes with projects.
 - Designed and lead the workshops.
 - Mentored the students
 - **A community bench, crafted by the students, is now displayed in San Francisco mayor's office.**
- 2009-2010

Indie game - Uhah! Capybara

- Dating simulation / visual novel
- Built with Ren'Py using Python
- Two-people team
- Scripts / coding / art / UI / music / SFX
- **Over 10,000 downloads on itch.io**

CONNECT



www.linkedin.com/in/gin-lin-1a1bb937



www.instagram.com/gin.mixedmedia/