

Lin Chen

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I'm a designer based in London who recently graduated from Central Saint Martins, fresh out of the fish tank, ready to infiltrate the creative industry.

Passionate about highlighting experiences and untold stories through design, I believe it is one of the most powerful ways to create solutions and tell stories visually. I'm a versatile practitioner with works spanning from publications, film, branding and type, reflecting my drive to further learn and expand my creative skill set. Outside of work, I enjoy going to exhibitions, watching the latest films, and going to cafés and bakeries with friends.

Currently looking for a graphic design role, but I'm also open to any creative opportunities available.

EDUCATION

BA (HONS) GRAPHIC COMMUNICATION DESIGN

(First Class honours)

Central Saint Martins, UAL

2021 - 2024

FOUNDATION DIPLOMA IN ART AND DESIGN

(Distinction)

Wyke Sixth Form College

2020 - 2021

A-LEVELS

(A*AB)

Wyke Sixth Form College

2018 - 2020

SKILLS *(Hard skills/Soft skills)*

- Adobe Creative Suite
- Good team player
- (Ps, Id, Ai)
- Creativity
- Figma
- Attention to detail
- Publication design
- Adaptable
- Brand Identity
- Time Management
- Grids & layout
- Problem Solving
- Organisation
- Critical thinking

EXPERIENCE

→ BBC DESIGN SPRINT (JAN 2024)

Took part in a 5 day design sprint facilitated by the X-Head of UX&D at BBC News. As part of this sprint we were taught the fundamental principles of UX & UI design to guide our process of developing a fully fledged digital service prototype with the principles of designing with users in mind.

→ STUDENT REP @ CSM, UAL (2021 - 2024)

As a student rep I communicate the views of my cohort to upper-level stakeholders of the university and advocate for change that benefit the student experience. I'm also an excellent team worker with the ability to organise events and distribute team roles efficiently.

→ CUSTOMER ADVISOR @ UNIQLO (2022 - 2023)

As a customer advisor I was a good team player where I collaborate enthusiastically with all members and offer support when needed. I developed my communication and people skills from closely engaging with customers to address any queries they may have. Furthermore, I developed a keen eye for attention to detail, where I help maintain visual displays presenting an appealing and easy-to-shop environment for customers.

→ DESIGNER @ WYKE MEDIA TEAM (2018 - 2020)

A designer in my student-led college media team, where I designed the overall identity of a student magazine which highlights my cohorts' experience and achievements.

ACHIEVEMENTS/ AWARDS

→ GRAPHIC COMMUNICATION DESIGN AS... (2024)

Awarded the "Graphic Communication Design as documenting diasporic experience" for my final project. The award that highlights some of the most critical and progressive work emerging from the Graphic Communication Design programme at Central Saint Martins.

→ WYKE AWARDS (2021)

Awarded as the best achieving from my Art and Design Foundation cohort.

→ NATIONAL SATURDAY CLUB (2016- 2017)

I took part of the National Saturday Club, where my work was exhibit at their annual Summer Show at Somerset House along with many other young creatives.