



# CHELSIE (DIAN) LIN

## Graphic Designer

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chelsiedianlin info

### Education

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ArtCenter College of Design, Pasadena, California  
Bachelor of Fine Arts in Graphic Design  
Specialization in Brand Design and Interactive Installation Design

09.2021 – 04.2025

### Experience

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#### Marketing Intern

*TGIF, a subsidiary of TOPSPORTS, Shanghai, China*

06/2024 – 08/2024

Collaborated with influencers and popular online game franchises to improve media exposure and drive purchase interest in the e-sports lifestyle.

Analyzed consumer profiles and purchase histories to guide demographic, behavioral and consumption segmentation: mapped out four core customer personas to guide targeted marketing and communication strategies.

Contributed to product innovation of an ergonomic chair designed for women: co-led internal product testing on design and user experience and gathered feedback to improve materials and features.

#### Graphic Design Intern

*BlueFocus Communication Group, Beijing, China*

06/2023 – 08/2023

Led initiatives to identify and capture new growth opportunities in the lower-tier market for a traditional furniture brand; designed new product visuals tapping into home décor trends among 18-28-year-old shoppers.

Designed a WeChat mini-program for the Industrial and Commercial Bank of China; developed a CRM activity that incorporated Chinese aesthetics with viral memes, and improved CTR.

### Expertise

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**Strong working knowledge of:** Photoshop, Illustrator, After Effects, InDesign, Midjourney, and Glyphs

**Familiar with:** Cinema 4D and Figma

**Languages:** Fluent in English and Mandarin

### Recognition

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ArtCenter Undergraduate Scholarship, Pasadena, California

09/2021 – 04/2025