

CHIA-MIN LIN

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Education

- **MFA. in Human-machine interaction Design major** 2016-2018
College for Creative Studies. Michigan, United States. GPA 3.87
- **MFA. in Graphic Design major** 2009-2012
National Taiwan Normal University. Taipei, Taiwan. GPA 3.81
- **BFA. in Graphic Design major** 2006-2009
National Taiwan Normal University. Taipei, Taiwan. GPA 3.60

Honors and awards

- **Red Dot Design Awards** 2020
Red Dot winner, Design concept: Musiac
- **A' Design Award & Competition** 2019
Silver, Information processing tool: Musiac
- **Graduate Studies Award** 2018
Excellence in in Interaction Design
- **General Motors Foundation** 2016
Graduate Scholarship in Design
- **CCS Graduate Scholarship Award** 2016
- **NTNU Graduate thesis evaluation** 2012
<A Case Study of Film lens Used in the Comic storyboards> Highest scores
- **NTNU Graduate studies admission** 2009
First place

Exhibitions

- **Reddot Award Exhibition** 2020
Reddot Design Museum, Singapore
- **A' Design Award Exhibition** 2020
MOOD Museum of Design, Como, Italy
- **Hebei International Industrial Design Week** 2020
Siongan New Area, Hebei, China
- **Xi An Design Complex Exhibition** 2020
Shaanxi National Aerospace Economic and Technological Development Zone,
Xi An city, China
- **Student Exhibition** 2018
College for Creative Studies, Michigan, USA
- **Drawing and Manga** 2012
No.16 ChingTian Contemporary Humanities and Art Space, Taipei, Taiwan
- **Taiwan / Korea Graduate Design Exchange Exhibition** 2010
National Taiwan Normal University, Taiwan / Sungkyunkwan University, Korea
- **Fun-Reading: Eight Universities Postgraduate Poster Exhibition Tour** 2010
8 different cities in Taiwan
- **Dialogs between Western Thoughts and Eastern Philosophies** 2008
Teh-Chun Art Gallery, Taipei, Taiwan
- **National Intercollegiate Athletic Sports Poster Design Exhibition** 2009
National Taiwan Normal University, Taipei, Taiwan
- **Department of Fine Art Graduation Exhibition** 2009
Teh-Chun Art Gallery, Taipei, Taiwan

Professional experience

- **Experience designer – VMLY&R, Detroit, Michigan** 2018 - present

Successfully facilitate and manage experience design projects from concepts through completion. Work closely with Ford Motor Company to re-imagine new purposes of current technology, seek creative solutions based on humane values, convert statistical features to techno-social benefits, and constantly steer progress to meet deadlines and requirements. Coordinate clients, vendors, and designers to achieve the highest level objectives of each project.

[Project achievements]

1. **Dash / Mobility Research & Connected team, Ford (patent pending)**

Design empathetic in-vehicle robot from tools to companion

- a. Strategically frame the purpose of why drivers need robot companions along the ride
- b. Propose Dash's emotive eye expressions and unprecedentedly tie those to the motion of the vehicle, with the help of programmers

2. Data factory visualization / Global Data Insight and Analysis (GDIA), Ford

Transform invisible data journey to meaningful visual thinking tool

- a. Consistently recognized for the innovative ideation and flawless execution
- b. Establish trusting relationships with new million-dollar clients under tight deadlines
- c. Visualization was rated as "killer app" and was told it effortlessly assists clients in explaining the complex without redundant charts and Excel sheets

3. Virtual Chauffeur Assistant / Mobility Research & Connected team, Ford

Envision near-future, context-driven remedies for AVs

- a. Demonstrate case-based reasoning capabilities with animated storyboards
- b. Smoothly utilize design thinking and value-driven point of view to steer clients focus on broader techno-social situations
- c. Help client gain big-budget and new scope of work from another team

4. Invisible QR code / Mobility Research, Ford & 3M (patent pending)

Design meaningful social encounters for novel technology

- a. Propose illustrated scenarios to identify other possibilities
- b. Coordinate client's needs in Minnesota hackathon and win the case

• **UI/UX Intern – Visteon Corporation, Van Buren Charter Township, Michigan** 2017 Summer

Precisely analyze trends and translate objectives into concrete design implementations. Constantly meet with global teams from India and German to redesign a new theme for the next-gen infotainment user interface and its collateral materials, and help the team win a new client.

• **Senior creative designer – Pin Creation / Volvo, Taipei, Taiwan** 2015 - 2016

Rigorously manage and coordinate design projects from ideation to implementation. Leverage typography and graphic expertise to enhance the client's corporate image and to resonate with its global strategy. Cooperate with account executives, designers, and programmers to create advertising content for various media, such as posters, flyers, catalogs, freebies, packages, e-commerce materials, 3D models, and illustrations.

Hands-on projects include:

- a. **2016 Auto show** – exhibition planning and visual design, owner gift design
- b. **Sales center redesign** – space modeling and rendering
- c. **Quarterly owner magazine** – dealer/customer interviews, typography, and content editing

- **Graphic designer – Chih-Lun Chang Studio, Taipei, Taiwan**

2013 - 2014

Meet with clients to collect requirements and needs, report to client executives, and participate in brainstorming sessions. Spearhead visual identity for different clients, responsibilities including brand positioning, promotion, and marketing materials.

[Experienced field]

1. Arts and theaters. clients include:

Contemporary Legend Theater, Legend Lin Dance Theater, Chien Kuo Foundation for Arts And Culture, National Center for Traditional Arts, Fengtian Temple

- a. Ideate and initiate new strategies for each show, enforce the visual align with its positioning, artists' vision, and subjects' objectives.
- b. Design various merch from digital, graphics to physical products, and iterate based on clients' comments.

2. Publishing industry. clients include:

China Times Publishing Co. / Commonwealth Publishing Group

- a. Utilize Adobe and other skill sets in designing book cover, typography, photography, planning the flow of reading, and make sure it's reader-friendly.
- b. Oversee the printing process from proofreading to plate proof checking, monitor each deliverable has the highest quality.

- **Book Illustrator – Joy Enterprise Organization, Taipei, Taiwan**

2012

Design highlight concepts for each section, and plan graphics and layouts for story illustration. Sketch and Illustrate storyboard to establish the sentiment and reinforce the climax