

SANDY LIN ✦

A multidisciplinary creative artist & digital designer currently based in Toronto.



designby-sandylin.com ↗

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Tools

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Figma
Procreate
Premiere Pro
Webflow
JavaScript
HTML/CSS
Markdown

Skills

UI & UX Design
Visual & Graphic Design
Video Editing
Animation
Creative Thinking
Drawing & Wireframing
Presentation
Slide Deck Design
Tattoo & Tattoo Design
UX Research

Education

University of Waterloo
• Bachelors of Global
Business and Digital Arts
Sept 2020 - June 2024

Don Mills Collegiate
Institute

• CyberArts Program

Sept 2016 - Jun 2020

Licenses

Ontario Class G License

Achievements

Summer Company Program
Award (2021)

President's Award Scholarship
(2020)

CyberArts Award (2019)

CyberArts Award (2016)

Languages

• English (Fluent)
• Mandarin (Fluent)

Experience

UI/UX Designer at Martinrea International Inc.

May 2023 - Aug 2023

- Conceptualizing, researching, & rapidly designing a distinctive **brand library**, completely **redefining** the existing brand library. Designing **core user interfaces** for the project taking it from **0 to 1**, preparing the project for its first initial launch.
- Continuously iterating upon the internal component library with careful attention to detail, **solidifying core UI components** from scratch for consistency & professionalism.
- Recognizing needs within projects and went **beyond my role** to learn new skills to rapidly design unique graphics to be displayed across multiple server interfaces.
- Managed **multiple** projects **simultaneously** from the initial research to the design stage, and designed digital interfaces to **optimize safety critical operations** within the factory and ensure easy record-keeping of high volumes of data.

Graphic Designer at the Waterloo Undergraduate Student Association

May 2022 - May 2024

- Worked collaboratively in the **development** and **implementation** of **brand identities**, guidelines, and other key visual assets used across various different services and operations at WUSA and their clients.
- Created eye-catching **promotional, informative, and advertising** graphics for a variety of **digital** platforms, and **print** materials which improved student engagement online.
- Collaborated within **diverse teams of designers**, and various executives to create graphics and digital content for events, campaigns, advertising, and informational signage.

Sole Proprietor & Artist at Inked by SL

Aug 2019 - Present

- Conceptualizing and designing one-of-a-kind, **custom, hand-drawn tattoo designs** based on concepts presented by clients.
- Developed a **distinct brand identity**, and **marketing materials** in the form of business cards, stickers, brochures, and posters which **boosted company sales by 80%** over a 2 month period.
- Managed the production and content of graphics and **digital advertising** which ranged from web design, photography, videography, copywriting, project management, **to grow social media pages**.

Projects & Clubs

Co-Director of Ignite: An All-Arts Showcase

Jun 2019 - Jan 2020

- Lead a cohort of executives, **delegated** and **supervised** tasks & routine rehearsals of a team of **over 100 students** and ensured clear communication with event supervisors.
- Organized and **directed** the showcase on the **shortest timeline** in the school's history, which raised **over \$1,500** for the Plastic Oceans Charity.
- Maintained **professional** and **consistent** communication between school faculty, students, and teachers to run practices, rehearsals, and fundraisers.