

Kyle Wai Lin

Art Director & Product Designer

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Personal Statement

I’m an art director and digital product designer from San Francisco with an entrepreneurial spirit. I love creating useful and interesting things, but what you won’t see in my portfolio or resume is what I’m most proud of. Outside of my day-to-day work, I’ve also founded a nonprofit performance art company, I’m a partner in a small Bay Area Burmese restaurant and I’m constantly developing a handful of physical products, or as I like to think of them, inventions.

Expertise

- Concept
- Creative/Art Direction
- Product Design / UX / IA
- Visual Design
- Experiential Design
- Interface Design / UI
- Content Strategy
- Communication
- Presentation / Public Speaking
- Project Management
- Brand Strategy

Experience

2014 - PRESENT
Freelance Art Director & Product Designer

I work on a variety of projects ranging from product design, visual design, advertising and strategy.

2015 - PRESENT **Sew, Los Angeles, CA**
Art Director (Contract Position)

I created advertising concepts and designs for a variety of brands like Fox, Athleta, AAA, and Kahlua.

2015 - 2015 **Haven, San Francisco, CA**
Sr. Product Designer (Contract Position)

I worked with a stellar product team to create a shipping logistics platform for the digital age.

2014 - 2014 **Twitter, San Francisco, CA**
Creative Specialist (Contract Position)

I was embedded with a brand strategy team, pitching unique Twitter activations to Fortune 100 brands.

2012 - 2013 **99designs, San Francisco, CA**
Art Director

I worked within the product and marketing teams to develop the 99designs crowdsource platform.

2012 - 2012 **Apple, Cupertino, CA**
Art Director (Contract Position)

I worked in the marcom team on Apple.com pages and seasonal campaign activations.

2011 - 2012 **AKQA, San Francisco, CA**
Designer

I created advertising concepts and designs for a variety of brands like Old Navy, Ebay, and Gap.

2009 - 2011 **R/GA, New York, NY / San Francisco, CA**
Visual Designer

I created advertising concepts and designs for a variety of brands like Nike, Verizon, Converse, Walmart, and HP.

Education

VCU Brandcenter 2007 - 2009
Major: Art Direction & Communication

University of California, Irvine 1998 - 2002
Major: Political Science / Minor: Women’s Studies

Interests

- Cooking
- French Bulldogs
- Burma / Myanmar
- Running
- Bikes
- People Watching
- Soul & Motown Music
- Movie Theater Going
- Japanese Food
- Italian Food
- Family
- Aliens
- NPR

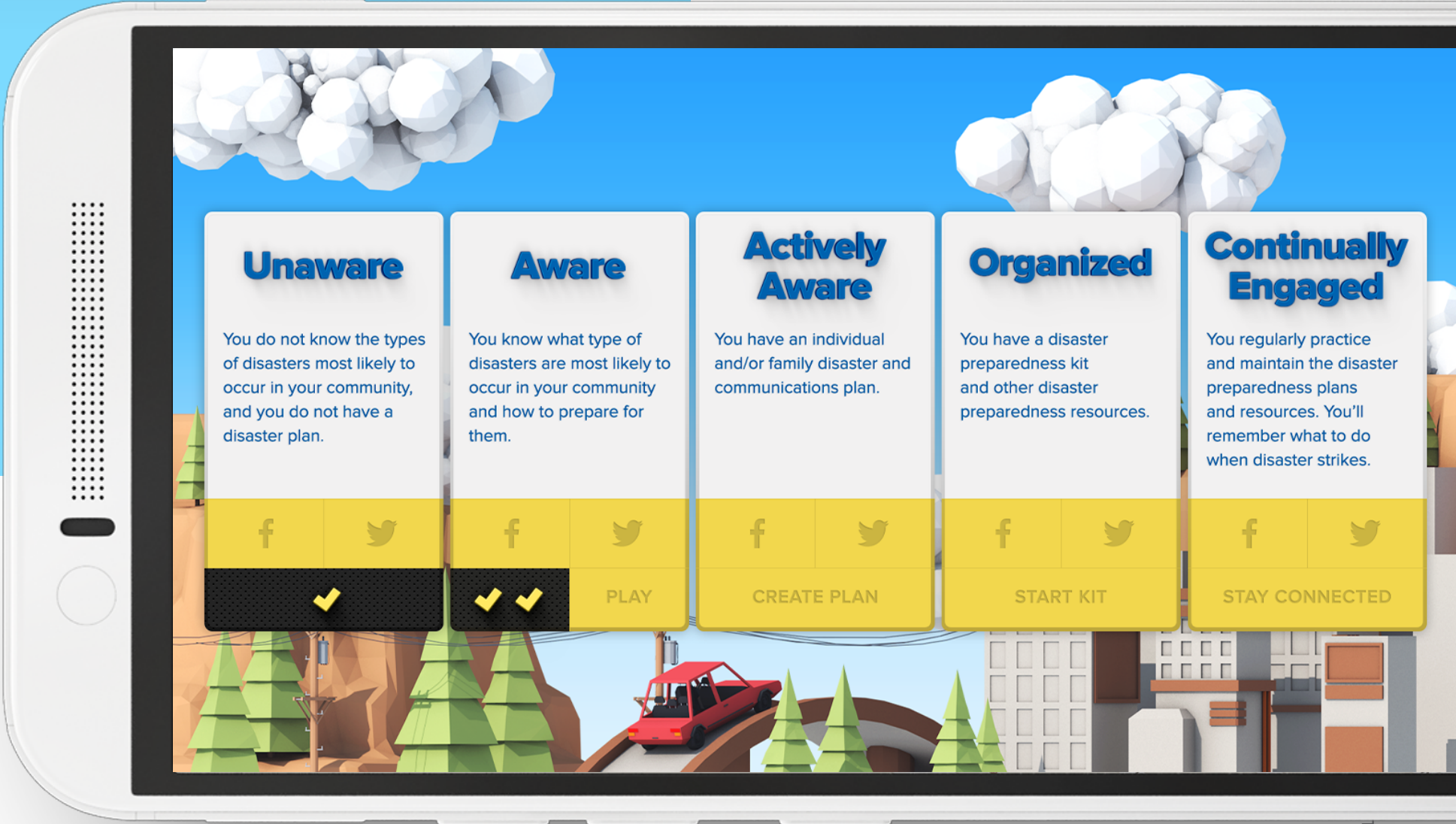
CONCEPT / ART DIRECTION / CONTENT STRATEGY
PRODUCT DESIGN / UX / VISUAL DESIGN

AAA DISASTER PREP SIMULATOR

Disaster preparedness isn’t the kind of thing you think about every day. If you’re anything like me, you probably don’t give it much thought at all unless, God forbid, a catastrophe happens nearby or effects someone you love. The American Automobile Association, otherwise known as AAA, is in the business of making sure people are prepared for just about anything. They came to us wanting to create a lighthearted tool to bring disaster preparedness to top of mind in a way that doesn’t feel like fear mongering.

We created the AAA Disaster Preparedness Simulator— an educational game that takes you through a series of scenarios in the places you’d mostly likely be during a disaster— work, home or in your car. The game funnels you through a preparedness spectrum, taking you from “unaware” to “continually aware” by completing a series of levels that include creating a “family disaster plan” worksheet and downloading a disaster preparedness kit checklist.

Players are encouraged to share what they learn throughout the experience, inviting others to learn about disaster preparedness in a fun and colorful way.



ART DIRECTION / PRODUCT DESIGN
UX / VISUAL DESIGN

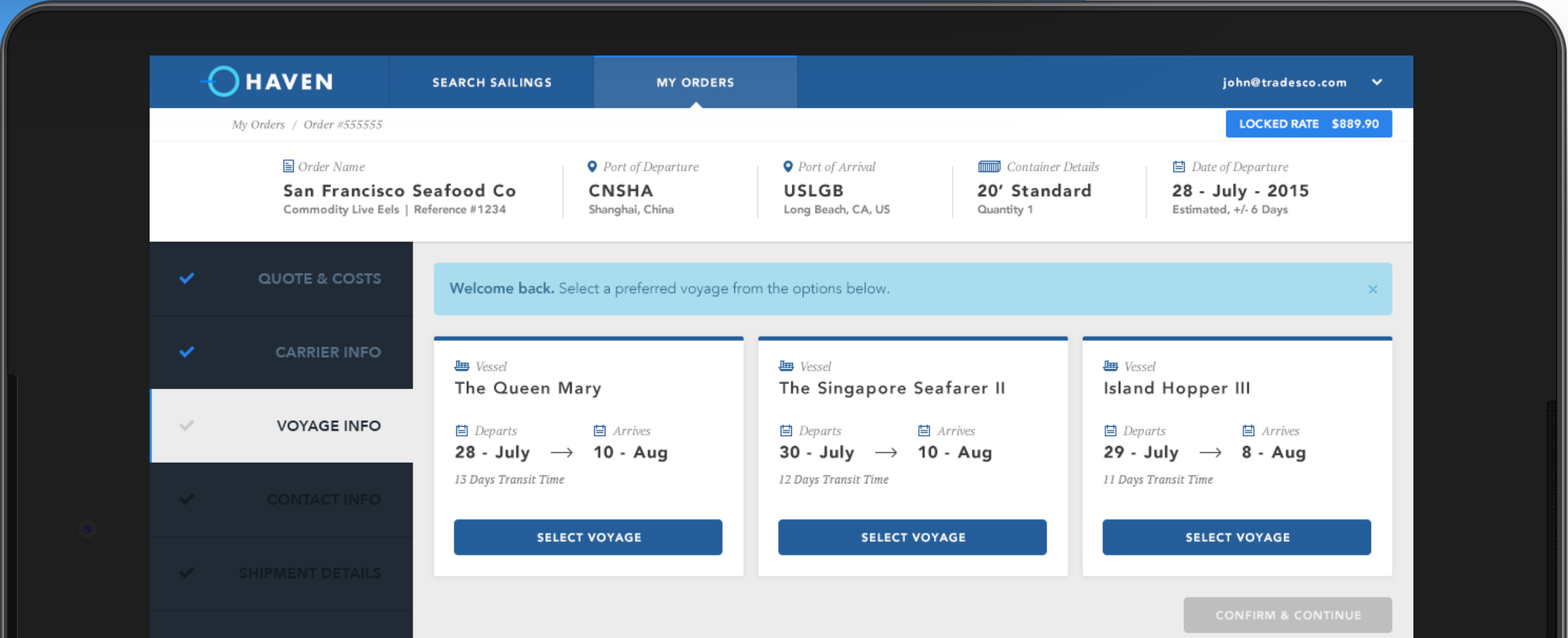
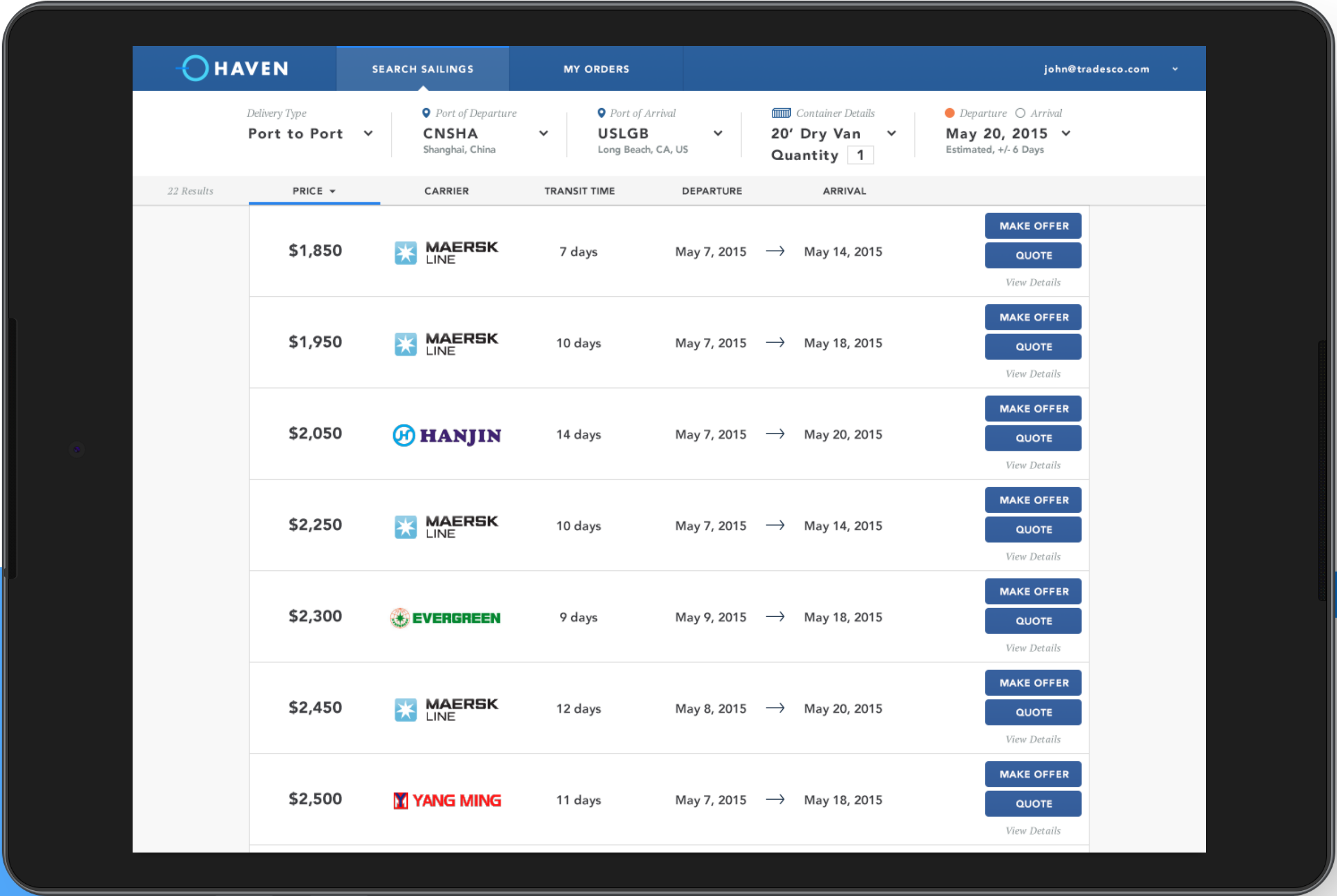
HAVEN SHIPPING LOGISTICS TOOL

Ninety percent of everything has been on a cargo ship at some point, so you’d think that an industry of such excessive utilization would have had the opportunity to come to technological maturity in this Amazon era of same day shipping and internet connectivity, but unfortunately it hasn’t.

I worked with Haven to fulfill their promise of streamlining an industry of such intense historical nuance by developing a tool that demystified shipping estimates and systematized the shipping process.

We visited Singapore, the most trafficked port in the world, to talk to seasoned veterans of the shipping industry and gain insight into standard processes. We collected dozens of cross-carrier shipping documents to compare and clarify surcharges that often occur inconsistently from company-to-company and port-to-port.

We did the homework to build a tool that aims to help make shipping logistics as simple as they should be for one of the oldest forms of transportation and trade in the world.



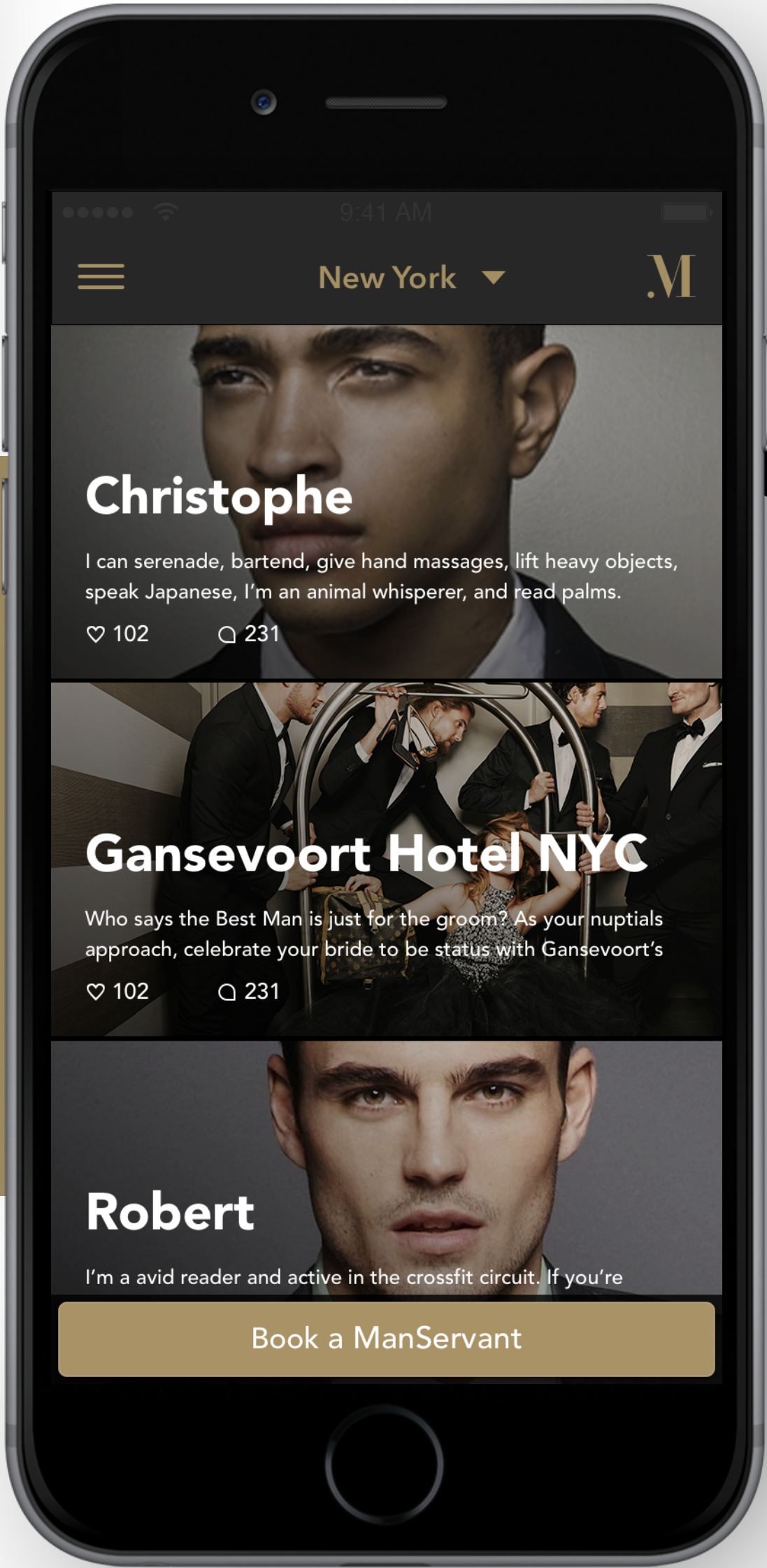
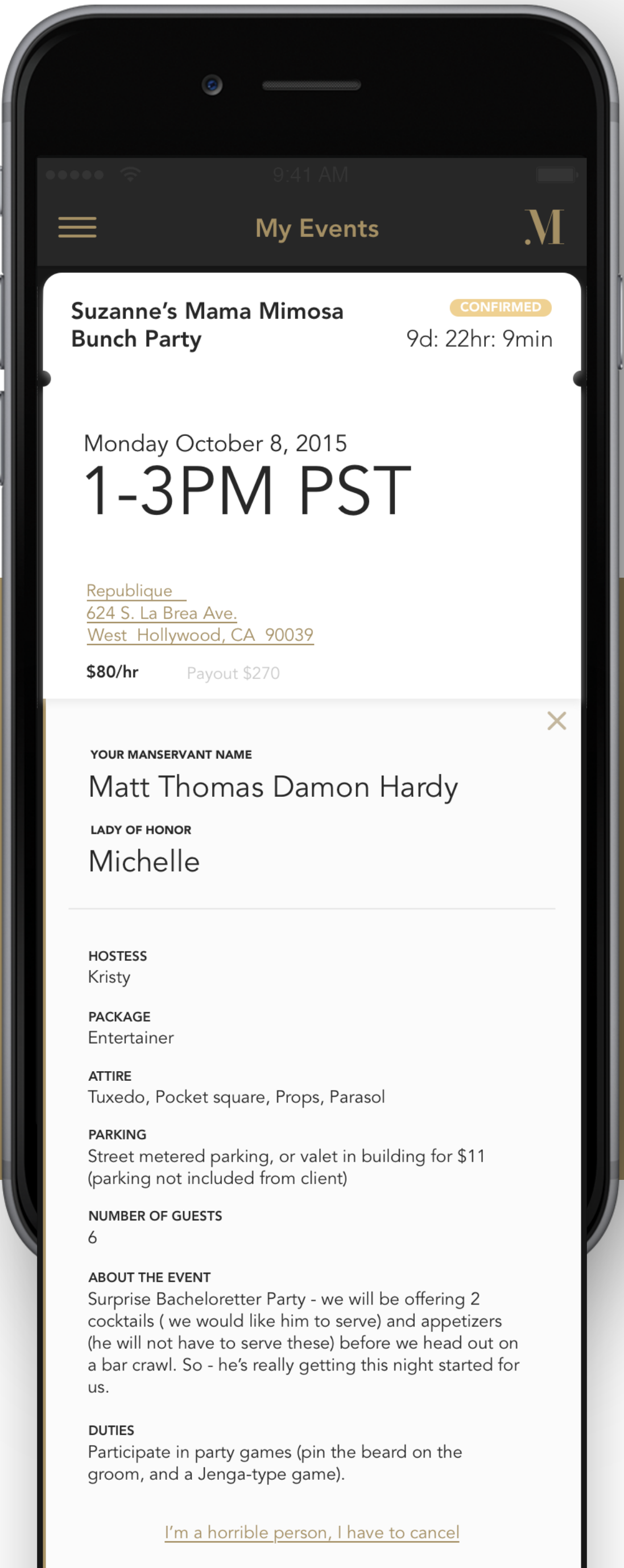
CONCEPT / PROJECT MANAGEMENT
ART DIRECTION / PRODUCT DESIGN
UX / VISUAL DESIGN

MANSERVANTS BOOKING TOOL

The new on-demand economy caters to a capricious workforce who require flexibility in their schedule and expect it to happen within their mobile device. Manservants needed to optimize their internal scheduling logistics and approached me to build a custom tool to do so.

I worked with the ManServants team to understand the details of their unique service, outlining their booking funnel while looking for ways to identify efficiencies within their existing process. We mapped out a typical user flow and collected requirements to inform multiple stages of their complex need.

The ManServants booking tool is currently in development, but one step closer to helping the team scale their service oriented business and white label their technology to businesses with similar on-demand booking needs.



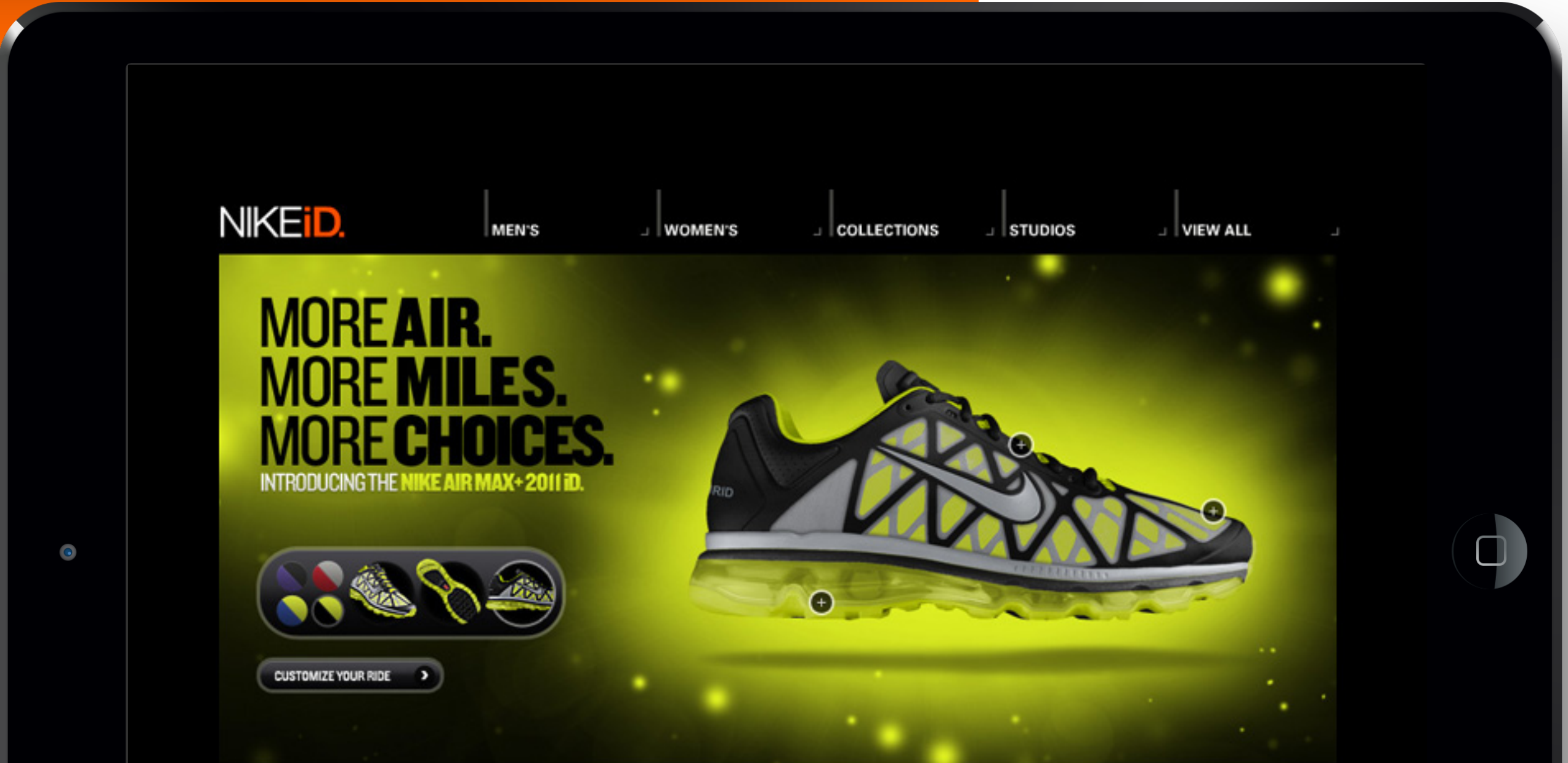
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ART DIRECTION / PRODUCT DESIGN
UX / VISUAL DESIGN

NIKE ID LANDING PAGES

Nike is one of my favorite brands of all time. They make superior performance footwear that needs equally superior marketing to bring their products to life online. I've had the honor of working on a variety of Nike advertising projects ranging from conceptual pitches to visual design and loved every minute of it, while learning a ton.

Here are just a few examples of Nike design work I created for NikeiD shoes. The challenge of these landing pages was creating a visually stunning image while also showcasing the details of the shoe and telling the story of NikeiD customization. Each landing page presents specific interactivity based on each shoe's unique selling point. My aim was to present the products in a way that allowed them to sell themselves.



ART DIRECTION / PRODUCT DESIGN
UX / VISUAL DESIGN

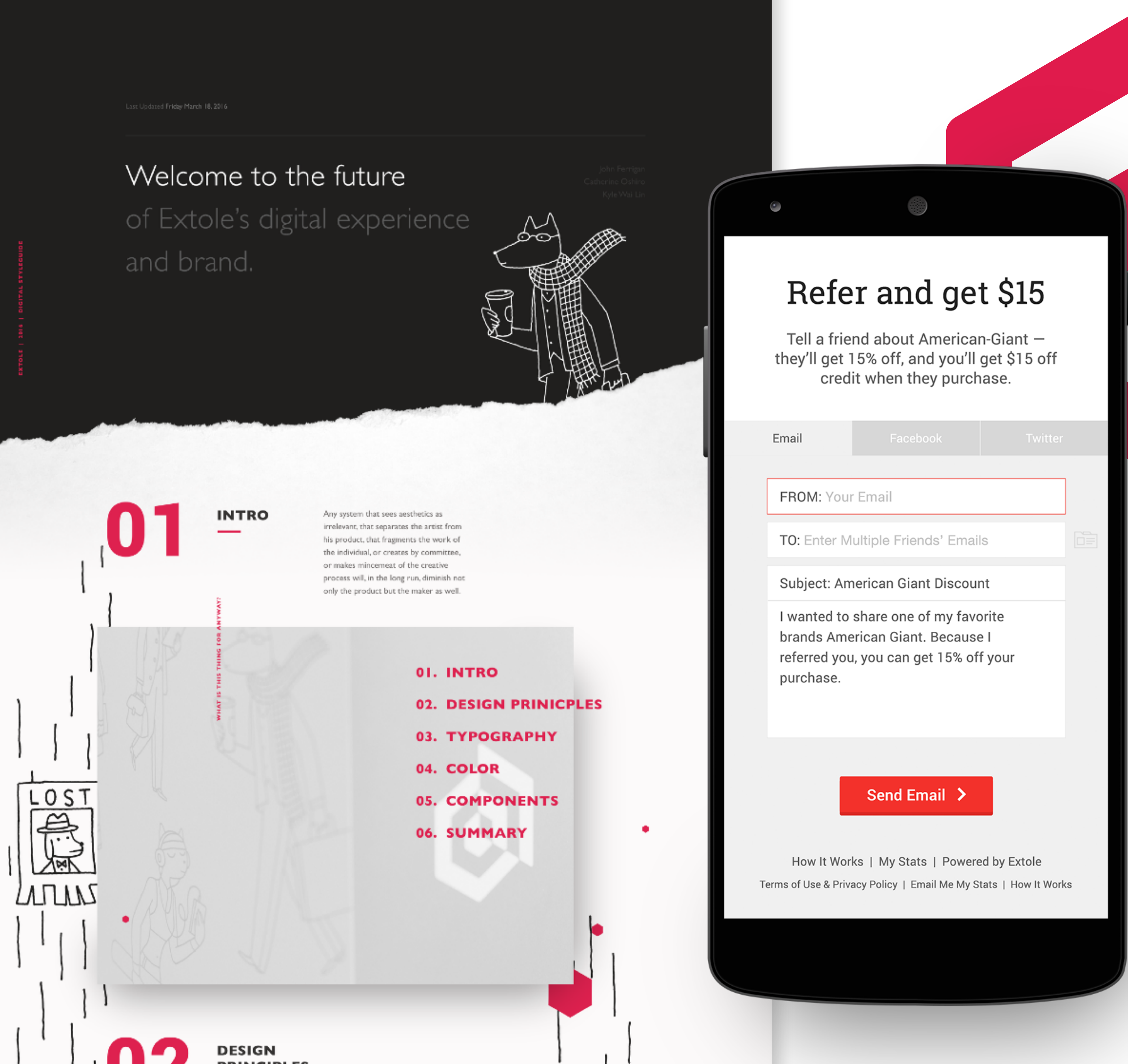
EXTOLE REFERRAL MARKETING TEMPLATE & DIGITAL STYLEGUIDE

Social marketing is the latest way to increase sales and encourage brand loyalty. Extole is leading the pack. Their referral marketing platform allows brands to create custom referral marketing campaigns for their site or app as easily as sending an email blast.

Extole approached me to rethink and redesign their most visible product with the aim of making it as straightforward as possible. The challenge was creating an easily customizable design system that would remain elegant no matter what accent colors or fonts a brand required.

We built the tool with a mobile-first approach, accounting for the lowest common design denominator. Our process often required trying dozen of color combination and type pairings to be sure that none of the combinations created visual design or usability issues.

The mobile template set the standard for future designs and along the way I worked with the team to define what made this successful, documenting the experience digitally in Extole’s living style guide.



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thank you