

Amira Lin

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- In-house experience • Branding agency experience • Brand identities • Campaign identities • Art Direction • In-app design
 - Events activation design • Social creative • Strategy-based design thinking • Cross-functional collaboration • Process-driven
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TikTok - Visual Designer, TikTok Shop Brand Studio 11/2023 - Current

- Created TikTok Shop US campaign identities for major e-commerce events such as Black Friday and Mid-Year Sale, including toolkits, key visuals, OOH, guidelines, social assets, and motion graphics, etc. Established visual strategies aligned with brand metrics and GMV goals.
- Art direct + design branded event activations such as Met Gala and TikTok Shop x Rare Beauty, for both creators and consumer audience. Worked with vendors and partner brands on producing photo walls, billboards, merch, pop-up stations, booths, brochures, and event decks, etc.
- Oversee the creative content of TikTok Shop US social account (1.2M followers). Brief and art directs agency partners and influencers to create both studio and UGC format, upper-funnel and campaign-specific social content. Led scripting, talent sourcing, and post-production art direction for Shoppers, Sellers and Creators. Built social creative strategy based on success metrics and brand health reports Improved in Q3 2024: +43% followers and +152% engagement rate.
- Maintain and improve brand guidelines across channels, setting up brand tone and visual expression.

Champions Design - Brand Designer 07/2021 - 08/2023

- Designed visual identity and campaign systems for clients including MTV, Apple TV, Carnegie Hall, New York Times Advertising, Ford Foundation, and a Smithsonian museum.
- Proficiency in brand system design, presentation deck, graphic design, motion graphics, art direction, illustration, typography, video editing, and color strategy.
- Collaborated with MTV's creative team to deliver a motion toolkit for their heritage months program launch. Including intro and end cards, lower thirds, and social banners, in support of their video content.
- Created a Smithsonian museum's 5th-year anniversary identity system, focusing on refreshing the museum store's consumer-facing merchandise.

Madison Square Garden - Freelance Event Designer 10/2022 - 12/2022

- Strategically delivered creative assets for Lunar New Year Theme Night (attendance: 19,812) by The Knicks.
- This included wordmark lockups and campaign illustrations for the jumbotron, venue banners, VIP t-shirts, exterior billboards, and Instagram stories and marketing posts.

Adweek - Visual Newsroom Illustrator 03/2020 - 08/2020

- Illustrated hero art in the Voice section for Adweek's weekly magazine (35,000 copies per issue).
 - Designed hero art for 100+ daily web stories.
 - Collaborated with newsroom journalists and writers on providing timely art for Breaking News.
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Education

B.F.A Communication Design, Pratt Institute

Software Skills

Figma, After Effects, Indesign, Illustrator, Photoshop, Lightroom, Capcut, Google Suite, Powepoint, Keynote, Slack, Notion

Mentorship

AIGA mentor (2022 - 2024)

Portfolio reviewer at The One Club (2023 - 2024)

Guest Lectures

Pratt Institute, 02/2024

Kansas City Art Institute, 06/2024