

James Shih-Chieh Lin

360 N Fremont Street San Mateo, CA 94401 | james@chiehdesign.com | 650.898.9993 | www.chiehdesign.com

OBJECTIVE To exercise my creative, technical, business and managerial skills in a highly successful and culturally stimulating environment.

SKILLS & ASSETS Experienced in web, print, interactive graphics and art direction. High proficiency in mainstream software and strengths lie in thoroughly understanding of different types of medium. Able to execute high quality integrated interactive communications against strategic business objective efficiently, and take projects from concept to execution.

EXPERIENCE

Jun '15 - Present

Senior Principal, VxD, Autodesk, San Francisco, CA

Led UX team to develop an experience vision that evolved and drove Autodesk's subscription value proposition. Contributor to Autodesk Human Interface Guideline and unified design system, as a participant of the "brain trust" providing regular feedback to the HIG core team.

May '13 - Jun '15

Principal Designer, Intuit, Menlo Park, CA

Creative lead on QuickBooks.com and QuickBooks brand development. Served as a conduit between marketing and product UX team.

Apr '11 - Apr '13

Manager, Associate Creative Director, Rosetta, San Jose, CA

Led a team of visual and UX designers and oversee from ideation to production of various interactive experiences. Clients include Marvell, Cisco, VMware, Skype, Netapp, eBay, Chase, Microsoft and Zynga.

Mar '08 - Apr '11

Associate Creative Director, Isobar, San Francisco, CA

Conceptualize, design and oversee the production for various interactive experiences. Clients include adidas, Seagate, TRESemmé, Motorola, EA, Kohler, Yahoo!, and Mandarin Oriental Hotel Group.

Apr '07 - Apr '08

Senior UI Visual Design Consultant, Cisco, San Francisco, CA

Provide visual art direction and various new UI development with Cisco User Experience team for CISCO intranet.

Jun '06 - Feb '08

Senior Art Director, Organic, Inc., San Francisco, CA

Provided creative vision, design and work closely with creative team on all phases of creative work for major accounts from concept through production. Clients include VeriSign, Chevron, Mitsubishi Motors, 24 Hour Fitness, Geek Squad, Sprint, Fox Business, Bank of America and Sony Playstation.

May '05-Jun '06

Senior Designer, Hot Studio, Inc., San Francisco, CA

Work closely with Creative Director and Information Architects on various web projects. Clients include Charles Schwab, Gap, Salesforce.com and Sun Microsystems.

Oct '99 - Mar '05

Art Director, AccessLine Communications Corp., Bellevue, WA

Developed and executed creative design works to implement technically feasible easy-to use products and applications by identifying users needs, then translate into clear-cut interface concepts. Conceptualized and created various web sites, animations, sales presentations, icons, logos and branding materials.

TECHNICAL Experienced with leading design tools and software.
Proficiency in HTML, DHTML, JavaScript, CSS programming and knowledge of ASP, PHP and database functionality.

LANGUAGES Fluent in English and Mandarin.

EDUCATION UNIVERSITY OF OREGON
Department of Fine and Applied Art
B.F.A. in Visual Design. 1997