

tina chin **résumé**

tina.yee.chin@gmail.com

0438 818 284

CAREER PROFILE

- Senior designer seeking creative roles in award winning studios experienced in brand and identity-creation and roll outs
- Strong conceptual, analytical and problem solving abilities, an interior decoration and design graduate with high distinctions

EDUCATION AND TRAINING

Dec 2017	Associate Degree in Interior Decoration and Design RMIT (Royal Melbourne Institute of Technology)
July 2012	Certificate IV in Training and Assessment
Dec 2001	Bachelor of Design (First Class Honours) in Graphic Design National School of Design Swinburne University of Technology, Melbourne, Australia Achieved full distinctions and high distinctions throughout
1985	Diploma in Business Studies Ngee Ann Polytechnic, Singapore

KEY SKILLS SUMMARY

Communication Skills

- Confident presentation skills demonstrated in presenting concepts to clients and design teams.

Design and conceptual Skills

- Highly developed design and conceptual skills based on 10 years of experience in Singapore and 4 years in Melbourne—creating brand and visual identities; product and promotional launches for diverse clients such as Hewlett Packard (Asia Pacific), the Atlantic Group and ANZ.
- Played a key role in winning clients over with strong conceptual designs in brand identities as well as corporate collaterals while working with Paramount Design, Melbourne.

Analytical and Problem Solving Skills

- Played a key role as lead designer in the rebranding of Hansen Partnership, an urban planning and landscape architecture firm in Melbourne. Successfully interpreted client's brief and delivered a brand identity which encapsulated the company's brand ethos.

Organisational and Leadership Skills

- Successfully coordinated and facilitated end of year exhibition of 200 students

from the Diploma of Graphic Design 2013, Swinburne University.

- Experienced as lead designer, art director and associate creative director managing design teams

Computer Skills

- Strong expertise in Adobe Creative Suite: Photoshop, Illustrator, InDesign, and Acrobat. Highly competent in Revit, AutoCAD and Microsoft Office.

CAREER SNAPSHOT

AUSTRALIA

2015 – Present	Freelance Graphic Designer
Feb – July 2017 (1-2 days weekly)	Interior Design Intern Zwei Interiors & Architecture Scope: created finishes presentation boards, assisted with amending working drawings, updating finishes schedules, sourcing furniture and finishes, maintaining samples library, ordering samples and general studio duties
Aug – Dec 2015	Casual Teacher, Graphic Design Swinburne University of Technology
2011 – 2013	Graphic Design Teacher and Course Leader (2013) Taught across Diploma of Graphic Design, Certificate IV in Design and Associate Degree of Applied Graphic Design Swinburne University of Technology
2002 – 2006	Mid - Senior Graphic Designer Studios included: Paramount Design and Link Group (permanent) Threefold Design Studio (contract), Coles Myer, Richard Blackman and other studios (freelance) Scope: client briefing, presentation and liaison; idea and concept generation; design development; finished artwork, production and coordinating with suppliers. Worked on brand identities and roll-out, environmental, retail and packaging, publication and advertising in print and digital media Clients included: ANZ, Hansen Partnership, the Atlantic Group, Victorian Government, Dalton and Spicers paper merchants, Coles, Melbourne Food and Wine Festival, Spotless, Quench, Nikos Quality Cakes, Queen Victoria Women's Centre, Transurban, Hush, Auspower, Quench, Gelatavita
July – Aug 2002	Graphic Design Intern Powerhouse Museum and Desmond Freeman Associates, Sydney Work experience as part of Student Design Award 2001 Scope: assisted with design and production of exhibition graphics, print and marketing collaterals
1999 – 2000	Graphic Design Intern Australian Business Theatre Pty Ltd (ABT), Melbourne Part of Bachelor of Design – Industry Based Learning Program

Scope: assisted in developing and designing 2D & 3D graphics and animations for brand identities, exhibition and trade stands, environmental, web and marketing collaterals

SINGAPORE

1990 – 1998

Various roles: Senior Graphic Designer, Art Director, Associate Creative Director

Studios included: Wavemaker Design Pte Ltd, Mandate Advertising Pte Ltd, N.E.W.&S Advertising Pte Ltd

Scope: concept and art direction, illustration, finished artwork, client brief and presentation, supplier liaison, design team leader. Worked on marketing and promotional kits, print collaterals, point of sale, print and tv advertising campaigns

Clients included: Hewlett Packard, Motorola, York Hotel, SOGO department store, French Embassy, NTUC Resort, UOB Bank, First Capital Corp, Hotel Grand, Rascal Club

AWARDS

2001

Student Design Award

Marc Newson Exhibition Design, Communication Design Category
Awarded work experience and travel grant

2001

Graphics Enhancement Award

Southern Cross Packaging Design Awards, Australia

MEMBER

2017

Golden Key International Honour Society

Invited as a member for achieving in the top 15% of studies in Associate Degree Interior Decoration & Design, RMIT

2017 – Present

DIA, Student Member

OTHER RELEVANT INFORMATION

Work submitted for publications:
Creative Review (London, last quarter 2001)
Communication Arts (last quarter 2001)

Other language skills:
Basic German
Conversational Mandarin and Cantonese

INTERESTS/HOBBIES

Travel, movies, hunting for best coffee, making objects

REFEREES

Available upon request