



CONTACT

Website: lorichinn.com
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San Francisco, CA

EDUCATION

California College of the Arts
Graphic Design BFA
Fall 2014 - Spring 2018

TECHNICAL SKILLS

Software

- Adobe Photoshop, Illustrator, Indesign, XD, Premier Pro, After Effects
- Figma
- Microsoft Office

Illustration

Motion Graphics

SOFT SKILLS

Problem Solver

Detail Oriented

Adaptable

Team Player

HONORS

Hearts in San Francisco

Artist (2012 & 2019)

2019 - "Welcome Home" was selected as 1 of 8 winning designs for the Hearts in San Francisco Project. The large heart raised \$50,000 for the San Francisco General Hospital Foundation.

2012 - "Hands of Diversity" was selected as 1 of 6 winning designs for the Hearts in San Francisco Project. The table top heart raised \$15,000 for the San Francisco General Hospital Foundation.

EXPERIENCE

Media Cause - Marketing Agency San Francisco, CA (remote)

Graphic Designer • May 2021 - March 2024

- Designed graphics and conceptualized campaigns for 40+ non profit clients.
- Participated in re-branding campaigns with teams of project managers, brand strategists, and art directors. These included research and ideation, logo designing, and asset creation.
- Designed a multitude of social and paid media graphics, ranging from still graphics to moving GIFs to simple video edits. Clicks and impressions being as high as 30K - 10M.
- Created mock ups and wire frames for multiple websites and micro sites including educational organizations and a museum. Web page visits ranging from 23K+ to 48K+.

HTC Viveport San Francisco, CA

Graphic Designer • July 2018 - June 2020

- Conceptualized and created advertisements and landing pages for the first Virtual Reality games subscription program.
- Collaborated with a team of 4 designers to execute large holiday campaign promotions that helped drive sales.
- Helped with the ideation and execution of the Viveport re-brand.

Stanford University's Asian Liver Center Palo Alto, CA

Graphic Design Intern • May 2017 - August 2017

- Assisted lead graphic designer with print and digital graphics for all ongoing projects including web page layouts and icons, brochures and flyers.
- Responsible for all graphics at the annual week long Stanford Youth Leadership Conference, including the handbook, program and all participant swag materials.