

**Instructor
Visual Communication Design
The Design School
Herberger Institute for Design and the Arts
Arizona State University
Tempe, AZ 85287**

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**Brief
Biography:**

In April 1998, Brandon Lin began his life in Phoenix, Arizona. After moving with his family to Taipei City, Taiwan in March 2000, Lin learned how to read and write English and Mandarin Chinese at Dalton School. This early study in both English and Chinese characters became a critical part of his later life. Lin became fascinated with drawing and signs after moving back to the desert in July 2003. Lin curiously explored both fascinations in The Visual Communication Design Program at Arizona State University, while simultaneously gaining sensitivity to color theory and typography. After earning a Bachelor of Science in Design in May 2020, he has been working with graphic design students at The Design School. He hopes to carefully inspire students to value process, and increase their sensitivity in all areas of design.

Formal Education

**Arizona State University
Tempe, AZ**

**Bachelor of Science in Graphic Design
Fall 2016–Spring 2020**

Professional Practice

November 2021–January 2022: Out West and Co. LLC, Phoenix, AZ.

Freelance Graphic Designer, working on branding collateral for commercial real estate and living communities based in Arizona and California. Clients included David Grounds, Sydney Robertson, Cassidy Williams, and Charlie Williams.

March 2020–July 2020: The Design School, Arizona State University, Tempe, AZ.

Freelance Graphic Designer, worked in a team of four to design a 111 page book to document The Design School's annual Interdisciplinary Cluster Competition. Clients included Michael Crow, Peter Guthrie, Wil Heywood, Susanne Schaal, and Milagros Zingoni.

May 2020–July 2020: Arizona State University Print and Imaging Lab, Tempe, AZ.

Design Management Intern, worked in a team of five to make in-house print and digital collateral for clients within Arizona State University. Responsible for promotional animations and faculty and staff headshots. Clients included Arizona State University at Lake Havasu, Arizona State University Young Alumni, Banner Desert Medical Center, and on.

December 2019–May 2020: Arizona State University Print and Imaging Lab, Tempe, AZ.

Student Graphic Designer, worked in a team of five to make in-house print and digital collateral for clients within Arizona State University. Responsible for promotional animations and faculty and staff headshot photography and editing. Clients included Sun Devil Athletics, W.P. Carey School of Business, and on.

August 2019–December 2019: Arizona State University Print and Imaging Lab, Tempe, AZ.

Intern, worked in a team of five to make in-house print collateral for clients within Arizona State University. Responsible for brochure and poster design, endorsed logo design, and faculty and staff headshot photography and editing. Clients included Arizona State University's School of Historical, Philosophical and Religious Studies, The National Aeronautics and Space Administration's (NASA) Psyche Mission, and on.

March 2019–December 2019: Enterprise Marketing Hub, Tempe, AZ.

Student Graphic Designer, worked on in-house print, digital, and three dimensional design collateral for various organizations within Arizona State University. Clients included Arizona State University Alumni Travel and Tours, Sun Devil Athletics, Sun Devil Generations, Sun Devil Rewards, and on.

August 2018–November 2018: Phoenix Home & Garden Magazine, Scottsdale, AZ.

Intern, worked under the art director, editors, and photographers to make and refine magazine spreads. Responsible for spread design, masthead update, image research and editing, and preparing files for print.

Academic Experience

Summer 2022: Faculty Associate.

**The Design School, Herberger Institute for Design and the Arts, Arizona State University, Tempe.
Instructor of GRA 222 Visual Communication I online.**

Summer 2022: Online Canvas Course Refinements.

**The Design School, Herberger Institute for Design and the Arts, Arizona State University, Tempe.
Worked in a team of two to make video and photograph instructions for GRA 222 Visual
Communication I online. Made photograph instructions and faculty grading templates for GRA
122 Principles of Graphic Design II online.**

Spring 2022: Online Canvas Course Developer.

**The Design School, Herberger Institute for Design and the Arts, Arizona State University, Tempe.
Worked in a team of four to develop the online course instructions, provided wireframe drawings,
and photography examples for GRA 224 Visual Communication II online.**

Spring 2022: Instructor.

**The Design School, Herberger Institute for Design and the Arts, Arizona State University, Tempe.
Instructor of GRA 221 Letterform online, GRA 222 Visual Communication I online, GRA 223
Typography, GRA 224 Visual Communication II (Transition from theoretical to applied problems.
Emphasizes refinement of visual skills), and GRA 224 Visual Communication II online (from
3 April–9 May).**

Fall 2021: Online Canvas Course Developer.

**The Design School, Herberger Institute for Design and the Arts, Arizona State University, Tempe.
Working in a team of five to develop the online course instruction for GRA 223 Typography.**

Fall 2021: GRA 221 Letterform Project Designer.

**The Design School, Herberger Institute for Design and the Arts, Arizona State University, Tempe.
Worked in a team of three to develop Project 4, Constrain Project for GRA 221 Letterform.**

Fall 2021: Online Canvas Course Developer.

**The Design School, Herberger Institute for Design and the Arts, Arizona State University, Tempe.
Worked in a team of four to develop the online course instruction for GRA 222 Visual
Communication I.**

Fall 2021: Faculty Associate.

**The Design School, Herberger Institute for Design and the Arts, Arizona State University, Tempe.
Instructor of GRA 220 Design Drawing I (Drawing as language to explore and communicate ideas.
Development of drawing aptitude as language and process for graphic design thinking) and GRA
222 Visual Communication I.**

Academic Experience Continued

Summer 2021: Online Canvas Course Developer

The Design School, Herberger Institute for Design and the Arts, Arizona State University, Tempe. Worked in a team of three to develop the online course instruction for GRA 221 Letterform (Drawing of letterforms with focus on proportion and structure. Introduces letterform nomenclature and classifications).

Spring 2021: Faculty Associate

The Design School, Herberger Institute for Design and the Arts, Arizona State University, Tempe. Instructor of GRA 122 Principles of Graphic Design II (Continued exploration of graphic design as a language and process for creative thinking and realization) and GRA 223 Typography (Theoretical exercises in spatial and textural qualities of type. Problems in tension, activation, and balance. Exercises in simple typographical applications).

Fall 2020: Faculty Associate

The Design School, Herberger Institute for Design and the Arts, Arizona State University, Tempe. Instructor of GRA 121 Principles of Graphic Design I (Graphic design as a language and process for creative thinking and realization) and GRA 222 Visual Communication I (Theoretical and applied studies in shape, drawing, and color).

Institutional Service

October 2019: The American Institute of Graphic Arts (AIGA) Bookbinding Workshop

The Design School, Herberger Institute for Design and the Arts, Arizona State University, Tempe. Demonstrated to students how to bookbind with the coptic stitching method. Participated in the event setup and clean up.

Awards and Honors

Spring 2022: Guest Reviewer

Helped faculty review student's work during the final reviews for GRA 223 Typography, GRA 224 Visual Communication II, and GRA 598 Visible Process.

Fall 2021: Guest Reviewer

Helped faculty review student's work during the final reviews for GRA 220 Design Drawing, GRA 221 Letterform, and GRA 222 Visual Communication I.

Spring 2021: Guest Reviewer

Helped faculty review student's work during the final reviews for GRA 223 Typography and GRA 224 Visual Communication II.

Fall 2020: Guest Reviewer

Helped faculty review student's work during the final reviews for GRA 220 Design Drawing, GRA 221 Letterform, and GRA 222 Visual Communication I.

May 2020: Design Excellence, recognized by Alfred C. Sanft.

Design Excellence (A biannual exhibition at The Design School that celebrates student projects, nominated by faculty and awarded by an outside panel of guests) nomination and award for Final Senior Book in GRA 462 Visual Communication VI.

April 2019: Kenneth & Jo Ann White Memorial Scholarship Recipient, recognized by Wendy White and Visual Communication Design faculty. The White family (Jo Ann White, Graphic Design teacher at Arizona State University, Kenneth White, Graphic Designer for IBM and former Associate Professor of Graphic Design at Arizona State University, and daughter Wendy White) gives back to The Design School by awarding select students with a scholarship to help them fund their studies. Students present their work from second and third-year studio courses, while Wendy White and faculty review and decide on winners.

February 2019: Finalist for the Dr. Martin Luther King, Jr. Campaign, recognized by Colleen Jennings-Roggensack. The mission of the Arizona State University Dr. Martin Luther King, Jr. Committee is to celebrate his legacy. The committee hosts an annual competition for third-year Visual Communication Design students, where teams are challenged to make a visual strategy including a branding concept, print and digital collateral, budget, and an event schedule. Lin worked in a team of four to design the deliverables, and was in one of six groups selected as semi-finalists of the competition.

December 2018: Design Excellence, recognized by Scott Curtis, Nathan Finden, and Lisa Peña. Design Excellence nomination and award for Recipe Diagram Information Design in GRA 361 Visual Communication III.

May 2018: Design Excellence, recognized by Andrew Weed.

Design Excellence nomination for Gesture Drawing in GRA 224 Visual Communication II.

Awards and Honors Continued

Design Excellence nomination for process binder documentation in GRA 121 Principles of Graphic Design I, GRA 122 Principles of Graphic Design II, GRA 220 Design Drawing I, GRA 221 Letterform, and GRA 222 Visual Communication I.

**December 2017: Design Excellence, recognized by Andrew Weed.
Design Excellence nomination for A Comparison of Form in GRA 222 Visual Communication I.**

**March 2017: Process Binder Presentation, recognized by Andrew Weed.
A process binder chronologically documents all investigation and work made in a graphic design studio. During The Design School's accreditation by The National Association of Schools of Art and Design (NASAD), the process binders were presented to the visiting guests to help describe the process of the program. The Visual Communication Design program is accredited by NASAD with the maximum 10 year accreditation.**