

RESUME

Jo Lam (Xu Lin)

User Experience Designer

Portfolio

<http://mypage.iu.edu/~lin65/>

<http://www.jolam.cn>

Specialties

Animated Storytelling

Graphic User Interface

Infographics

Design Research

User-Centered Design

Illustration

Human Computer Interaction

Prototyping

 Flash+Actionscript

 HTML CSS+DIV


 Photoshop


 Illustrator

 Hand Drawing

Contact

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Education

- 2011-Present
Master of Fine Arts Student of Visual Communication Design,
Herron School of Art and Design,
Indiana University, IUPUI
USA
- 2004-2007
Master of Arts, Art of Design (Internet Advertising Design),
Guangzhou Academy of Fine Arts (GAFA),
China
- 2000-2004
Bachelor of Arts, Visual Communication Design,
Guangzhou Academy of Fine Arts (GAFA),
China

Work Experience

- October 2008 – June 2011 (3 years)
Taobao.com (Alibaba Group) www.taobao.com
Position: Senior Interactive Animation and Website Designer
Location: Hangzhou, China
- July 2007 – September 2008 (1 year)
Modern Media Group www.modernmedia.com.cn
Position: Website Designer
Location: Guangzhou, China

About Me

Currently a Master of Fine Arts student of Visual Communication Design, Herron School of Art and Design, Indiana University, IUPUI. Focusing on Design Research, Human Computer Interaction Design and User Experience Design.

Former senior interactive animation and website designer of Taobao.com, the largest online B2C and C2C transaction website in China.

Be responsible for Taobao's online branding through various artistic forms including designing interactive festival logos, mascot toys and online games, product promotion animation and chat smiley animation, etc.

Create interactive animations and guild books for novice users to promote their user experience. Always trying to use the multiple media and various design language and elements to clearly and aesthetically present complex information.

Honors/Awards

2011-2013 Herron School of Art and Design Scholarship and Fellowship, IU
2005-2006 President of Post Graduate Student Union of GAFA
2006 1st Prize of Guangdong Region, China Colleges Student Advertising Art Competition
2005 Finalist of One Show Creativity Competition for Young Chinese
2004 Full Merit-Based Scholarship of GAFA
2004 First Prize of Outstanding Student of GAFA
2004 Prize of Outstanding Student Leader of GAFA
2003 Third Prize of Outstanding Student of GAFA
2002 Third Prize of Outstanding Student of GAFA