

Personal Information

Weixin Lin (Leo)

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Presentation and visual communication designer specialising in structuring complex information into clear, audience-focused narratives. Strong in hierarchy, stakeholder communication, and translating ambiguous content into effective, decision-ready presentations.

- **Creative and detail-oriented Graphic Designer** with over 3 years of experience in: Cross-platform | visual communication | UI/UX design | Motion graphic design
- **Currently pursuing postgraduate research** on: Tourist mobility Spatial information guidance systems
- **Skilled in delivering high-quality visual systems** across both digital and print media
- **Strong ability to interpret brand identity** into: User-friendly | Audience-conscious design solutions
- **Proven leadership** in: Multi-department coordination | Stakeholder communication | Adaptive project execution
- **Industry experience includes:** Transport | Tourism | Service-based sectors

EDUCATION AND QUALIFICATIONS

Master of Design with Honours | University of Auckland 2025 - 2025

Bachelor of Fine Arts with Honours | University of Canterbury 2019 - 2023

Certificate of Visual arts | Accademia di Belle Arti di Reggio Calabria 2016 - 2018

Certificate of languages | Università per Stranieri di Perugia 2015 - 2016

WORK EXPERIENCE

Graduate Teaching Assistant | University of Auckland 2026 - current

AI training skills specialist | Outlier 2025 - Current

Director of Art&design, full-time | MUTIAN INTERNATIONAL 2024 - 2025

Graphic designer, Part-time | MUTIAN INTERNATIONAL 2022 - 2024

International design consultant | Shiwudao Art Studio 什物岛艺术工作室 2023 - 2024

SKILLS

Advanced Adobe Creative Cloud (Illustrator, InDesign, Photoshop, After Effects, Premiere)

Motion Graphic Design & Animation (AE, Figma Smart Animate)

Visual Systems & Public Signage Design

Print & Digital Production Expertise

UI/UX Design & Prototyping Figma

Brand Identity & Visual Storytelling

Stakeholder Collaboration & Cross-team Coordination

Multilingual Design Thinking (English, Chinese; cultural fluency in East Asia and New Zealand contexts)

Attention to Detail & Creative Problem-Solving

Presentation Preparation (PowerPoint, Word) Animation Expert Skills on PowerPoint

EXPERIENCE AND ACHIEVEMENT

Director of Art&design, full-time | MUTIAN INTERNATIONAL , Christchurch

A company specialising in international business travel guide immigration and study abroad.

As a promotion from within the company, I became the manager of the company's art and design department. As opposed to just being a graphic designer, I had more responsibility for communicating with clients and different departments within and outside the company. In addition to this, I was also involved in the revitalisation of the company's brand identity, which I updated and

implemented internally to stabilise the company's brand style. In addition to this, I have also been active in marketing and developing a business that provides design support, design direction and marketing guidance to Chinese companies looking to grow in New Zealand.

Key Achievements

- Redesigned and updated the company's brand identity and the layout of internal documents.
- Pioneered the consultancy business of designing the New Zealand market for Chinese clients.
- Promoted artistic creation projects for international and art students based on study abroad programmes

Graphic designer, Part-time | MUTIAN INTERNATIONAL , Christchurch

A company specialising in international business travel guide immigration and study abroad.

During this period, my main task at the company was to design in-house posters, promotional materials, advertisements, and submit content for communication with clients, including helping to communicate information between other departments and clients, and creating information flow charts.

Key Achievements

- The rapid release and dynamic updating of various advertisements and posters on the tourism market has greatly facilitated communication between the tourism sector and the New Zealand market and has contributed to a 30% increase in turnover.
- Organisation of information and facilitation of communication between departments through the production of charts and PowerPoint presentations.
- Promoted artistic creation projects for international and art students based on study abroad programmes

International design consultant, Part-time rereotely. | Shiwudao Art Studio , China

This is a company that focuses on artist production, artwork manufacturing, cultural and creative products, as well as printing and sales companies

In this job I was invited to participate in the company's design and production process because the company valued my knowledge of the factories and the actual manufacturing process, and was also very interested in my personal connection to these factories. In this job I was able to demonstrate my ability and skills in the manufacturing process from digital printing to digital presentation and the ability to organise the language and storytelling between the different artists and unify the design styles. I was able to work on several collaborative projects with multi-national artists in this job. This has been a great way to hone my ability to communicate with artists both within and outside the company.

Key Achievements

- Managed the pipeline from designer to factory Successfully produced several complex art commodities
- Manage art style direction between different designers and successfully distribute a story between different designers and have them form a complete artwork.

PERSONAL DEVELOPMENT

work part-time at an AI training company, and is highly skilled in AI training and usage.