

Chingwen Lin

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Portfolio

shusma-lin.com

Skills

Soft skills

- Organization
- Communication
- Teamwork
- Critical thinking
- Dependability
- Adaptability
- Technology literacy
- Creativity
- Multitasking
- Empathy
- Initiative
- CRM

Hard skills

- Graphic design
- Film editing
- Branding Strategy
- User Research
- Digital publishing

Tools

- Google Collaborative tools
- Microsoft Office Tools
- Illustrator
- Photoshop
- InDesign
- Premiere
- After Effect
- Figma

Languages

Mandarin - Native
English

Education

Yuan Ze University

Taoyuan, TW | 06-2016
Bachelor of Information
Communication

Profile Summary

A multi-skilled designer with eight years of experience in the NPO, media industry, retail business, and telecommunications equipment industry. Utilised comprehensive ability to find efficient solution across several teams.

Work Experience

Huawei Technologies Co., Ltd

Supply Chain Fulfilment Specialist

Manchester, United Kingdom | 05/2022 - 10/2023

Representative Office: Switzerland, EU multi-countries

- Coordinated supply chain and IT team develop automated PO data input tool to replace 2.5 hr of manual work per week.
- Aligned project team and IT team to upgrade engineering survey process to help urgent installation plan works smoothly.
- Cultivate 2 SCF specialist for Switzerland representative by creating training plan, materials and checking list to meet the company's goal and stable the company's service quality.

Xin Think Creative

Freelancer Graphic Designer/ Film Editor

Taichung, Taiwan | 09/2018 - Present

- Designed pictures and flyers for over 10 brands on social media.
- Led a film editing team for promotion videos of 2020 Taiwan presidential candidate on social media.
- Led a film editing team for behind-the-scenes videos of a Taiwanese movie *Little Big Women* on social media.

Jinjiaren Video Game Shop

Store Manager

Tainan, Taiwan | 09/2018 - 12/2021

- Implemented an online order system, with a reach 1800+ members.
- Increased pre-orders of unreleased product from 30% to 48% in 2021 compared to 2020.
- Initiated social media platform to gain more brand exposure opportunities.
- Created brand identity, designed the promotion materials.
- Collaborated and promoted 10+ new brands, and cooperated with Pokemon TCG, BANDAI Ichiban Kuji, SEGA Card Game Machine...etc.
- Planned sales strategy, resulting in turnover increasing by 170% in 2021 compared to 2018.

International City Wanderer Education Association

Chief Brand Officer

Taipei, Taiwan | 09/2016 - 09/2018

- Planned promotions for our original activities and workshops, the location including locations such as Taiwan, Hong-Kong, China and the United States.
- Coached 30+ campus ambassadors, marketing interns and speakers develop skills in promotion.
- Persuaded local foundations and governments about sponsorship or consultant support.
- Increased our reputation in the international education field, publicised widely throughout the media and projects abroad, which accumulated 150+ global prizes and reports.

Certificates

- Foundations of User Experience (UX) Design, Coursera, 07/2023 - Present