

LINA EDIN

lina@linaedin.com

415/990/5462

www.linaedin.com

Recent Work Experience

SENIOR ART DIRECTOR **ABOVE GROUP** Port of Spain

Recruited to be the design lead and direct the team through Above Group's biggest project in history, rolling out the re-branding of Atlantic LNG, a company that stand for a quarter of Trinidad and Tobago's GNP. In eight weeks we successfully redesigned everything from letterheads, intranet, website, collateral to signage and way finding. Managed a team of designers and support staff together with the creative director.

April 2010–May 2010

WEB DESIGNER **ANN TAYLOR** New York

Developed and executed concepts in line with each monthly store set and inventory, in collaboration with writers and creative director while taking cues from fashion design and print collateral. Oversaw flash developer and production artists. Thrived in the high pace environment, where team work is key.

February 2010–March 2010 & June 2010–July 2010

SENIOR DESIGNER **DOYLE PARTNERS** New York

Collaborated with creative director in concept and design, helped manage the design team on a wide range of projects, including packaging, identity, signage, installations, collateral and interactive media. Select clients include: *Johnson & Johnson, Proctor & Gamble, Art Directors Club, Battery Park, Lion Yarn, Durst Organization, Cook + Fox and the Rockefeller building.*

February 2007–December 2009

ART DIRECTOR **DRAFTFCB** San Francisco

An active part of the team responsible for developing print and web designs as well as photo direction for Dockers campaign.

August 2006–January 2007

ART DIRECTOR **I i N a** San Francisco

Principle of independent design studio with long lasting client relationships in the fashion, architecture and product design industries. Fulfilled the clients needs for identities, collateral, catalogs, trade show booths, motion graphics, web sites, graphics for apparel and general consultation in marketing strategies. Retained and art directed designers, programmers, productions artists and photographers.

April 2003–October 2006

SENIOR DESIGNER **INGALLS DESIGN** San Francisco

Lead designer and responsible for art directing photo shoots, overseeing production and printing, mentor junior designers, presenting work to clients. Built and fostered enduring relationships with both clients and vendors. Clients ranged from food and beverage to publishing industries as well as non profit and cultural institutions.

September 2001–September 2002 & November 2003–October 2005

LINA EDIN

lina@linaedin.com

415/990/5462

www.linaedin.com

Education

BFA **CALIFORNIA COLLEGE OF THE ARTS (CCA)** San Francisco

Graduated with distinction from the graphic design program.

September 1999-May 2003

STOCKHOLM UNIVERSITY Stockholm

Matriculated in the BFA in Art theory and criticism program.

September 1993-November 1996

Awards/Affiliations

Linea Grafica issue 3, 2004, *The Layout Workbook* 2005, *Touch This* 2005,

World Label Competition 2005, *Print Regional Design Annual* 2005, *1,000 Bags, Tags and Labels* 2006,

Best of Business Card Design 2006, *1000 Retails Graphics* 2007, *Graphic Design Inspirations* 2008.