



SEAN LIEN

Graphic Designer

EMAIL seanlien@gmail.com
PHONE 612.481.0676

ADDRESS 4638 black wolf run
eagan, mn 55123

Growing up, my notebooks were filled with scribbles of cartoon characters, spaceships, fat graffiti letters, hot rods and hair metal band logos. I wanted to be a cartoonist, but didn't think I had any good stories to tell. Then I heard about Graphic Design and everything changed.

I have worked as a designer around Minneapolis for almost 20 years. During that time, I have had the opportunity to work across many industries, and have worked with clients both big and small. I have helped brand small, local start-ups and rebrand those with an international presence. I believe that the best design is a combination of a good strategic foundation, a strong concept and attention to details in the design.

EXPERIENCE

Sean Lien Design LLC, Principal/Creative Director
September 2008 - Present

Periscope, Senior Designer
October 2010 - June 2017

Brainco - The Minneapolis School of Advertising, Instructor
July 2001 - April 2003, May 2007 - June 2009

Morsekode, Senior Art Director
April 2007 - September 2008

Parachute Design, Senior Graphic Designer
May 2004 - February 2007

Group One, Senior Graphic Designer
September 2003 - May 2004

Initio, Senior Graphic Designer
March 1998 - September 2003

John Ryan Company, Intern/Freelance Graphic Designer
May 1997 - March 1998

WORK FEATURED

- 2012
The Show, Minneapolis
- 2011
The Show, Minneapolis
AIGA/MN Design Show
- 2010
Logo Lounge: Animals & Mythology,
Rockport Publishers
- 2008
The Aster Awards
- 2007
The Global Awards
Graphis Poster Annual
AIGA/MN Design Show
- 2006
HOW Self-Promotion Annual
The Show, Minneapolis
Logo Lounge 3, Rockport Publishers
Logo Lounge 2, Rockport Publishers
- 2003
Colossal Design, HOW Design Books
- 2001
Graphis Corporate Identity 4
HOW Self-Promotion Annual
Print Regional Design Annual
- 2000
HOW Self-Promotional Annual
- 1999
Print Regional Design Annual
HOW International Design Annual
Print New Visual Artists Review
12 Identities, French Paper Company
The Show, Minneapolis
AIGA/MN Design Show

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EDUCATION

Minneapolis College of Art + Design

1995-1998

Bachelor of Fine Arts, Graphic Design

University of Wisconsin, Eau Claire

1994-1995

Normandale Community College

1992-1994

Associate of Arts with High Honors

“Sean is an excellent creative thinker. What I really like about Sean’s work is his approach. He uses unique ways to discover particular solutions to unique brand issues. Then his creative detail kicks in as he refines and polishes his thoughts into great, on-brand creative ideas.”

-Mark Morse, CEO/CCO, Morsekode

“Sean is an outstanding creative designer! He approaches business problems strategically, collaborates well with team members, builds and executes solid creative solutions and presents in an organized and strategic manner. His creative thinking and problem-solving skills are outstanding - he’s dependable, committed and would be an asset to any team!”

-Marcia Miller, SVP, Corporate Marketing & Marketing Services, Optum

“Sean not only understands Design, he understands how to communicate. He brings a great sense of design style to projects. He has a great eye for type and layout. And has the ability to really understand what words are trying to communicate. As a writer, I really appreciated that. He challenged me, and made every project better. He’s also a great guy who works hard and really cares about what he’s doing. Other than that, I really didn’t like him.”

-Steve Kaplan, Senior Copywriter, Periscope

“Sean was my instructor at Brainco for various classes. He was my go-to-person for all design related questions.

Sean is an excellent instructor. He always challenged me and pushed me to create the best work possible. Sean is a great person who always goes above and beyond to help his students become the best they can be. I appreciate his dedication and hope other students are as fortunate to have an instructor as great as Sean.”

-Benjamin Clymer, Brand Director, Marvel Citizen

“Sean is very detailed-oriented and cool-headed person when under the gun. He’s an ace at managing his time and a master at finding ways to work with a small budget. He has a way of making the final product look as if it were done with a larger budget. Sean also has a great sense of color and working in a variety of design styles. He’s also gained more experience in managing other designers and is a great team player.”

-Paul Afong, Creative Director, BIONIC GIANT