



# SEAN LIEN

Graphic Designer

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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.

## EXPERIENCE

**Periscope, Senior Designer**  
October 2010 - Present

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

- Freelance design for various agencies, including Fame, Spyglass Creative, Creatis, The Creative Group and Wingnut Advertising
- Clients have included; Lifetouch Studios, Nestle Nutrition, OptumHealth, NorthMarq, Wolters Kluwer, American Craft Council, Caribou Coffee and Phoenix Endeavors

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

- Helped establish curriculum and plan assignments
- Taught classes of up to sixteen students, including: Typography I, Typography II, CD/Book Cover Design, Packaging/Poster/Retail Design, Logo Design, Advanced Layout, Portfolio Prep and Graduation Prep

**Morsekode, Senior Art Director**  
April 2007 - September 2008

- Lead designer on rebrand of Audio-Technica, an international producer of microphones, headphones, and phonograph cartridges. Project included brand guidelines, collateral and promotional materials, website redesign, print advertising and packaging.
- Direct mail campaigns for United Healthcare pulled a 20% increase in response over previous efforts
- Oversaw hiring and day-to-day workload of interns and junior designers

## WORK FEATURED

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  
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  
AIGA/MN Design Show

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## SEAN LIEN Graphic Designer

### Parachute Design, Senior Graphic Designer

May 2004 - February 2007

- Lead designer on the rebrand of Capella University, an online university based in Minneapolis
- Lead designer from concept through execution on branding of various loft and condo developments, including Track 29, Westin Edina Galleria, Bridges of St. Paul, 1016 Marquette and 24 Chicago

### Group One, Senior Graphic Designer

September 2003 - May 2004

- Lead designer on promotional materials for Jennie-O Turkey Store
- Worked on rebranding Group One, including design of new logo, business system, promotional materials and website

### Initio, Senior Graphic Designer

March 1998 - September 2003

- Lead designer from concept through execution on relaunch of The Depot, a downtown Minneapolis hotel and recreation complex
- Worked on collateral and in-store marketing materials for Red Wing Shoes
- Helped rebrand Bailey Nurseries, one of the United States' largest wholesale nurseries
- Oversaw hiring and day-to-day workload of interns

### John Ryan Company, Intern/Freelance Graphic Designer

May 1997 - March 1998

- Worked on design of in-store campaigns for national financial institutions
- Assisted with layout of design directions for in-store signage, collateral and motion graphics

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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

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“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, Principal, 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, VP, Brand, Advertising & Interactive at UnitedHealthcare

“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, Copywriter, Colle + McVoy

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