



# SEAN LIEN

Graphic Designer

EMAIL [seanlien@gmail.com](mailto:seanlien@gmail.com)

PHONE 612.481.0676

**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

### Periscope, Senior Designer

October 2010 - June 2017

- Helped oversee Hong Kong design team on Publix grocery store projects.
- Lead creative on ExxonMobil Corporate Citizenship annual report.
- Concepted and designed season ticket packages for the Minnesota Twins for six seasons. Created stadium graphics for Target Field and spring training facility in Lee County, Florida.

### 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.
- Oversaw hiring and day-to-day workload of interns and junior designers.

### Parachute Design, Senior Graphic Designer

May 2004 - February 2007

- Lead designer on the rebrand of Capella University.
- Worked on branding various loft and condo developments. Projects included naming, concepting and design of logos, business systems, sales materials and launch event planning and promotion.

## 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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### EXPERIENCE (continued)

#### 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

### 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, 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

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