

Studio Lin

Principal

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<http://www.studiolin.org>

Collaboration is king. Clarity is paramount. All things are considered.

Studio Lin is the graphic design practice of Alex Lin. Our work process is founded on a desire to explore new territory through challenging collaborations with creative visionaries in the fields of architecture, industrial design, art and fashion. By combining the studio's analytical rigor with strong input from external forces, the resulting design is exponentially enhanced: $1 + 1 = 3$. This formula also permits a fluid aesthetic to prevail.

Behind every Studio Lin design is a highly defined rationale but not a singular style. The common denominator is a fresh, modern sensibility that eschews the overtly trendy in favor of lasting impact.

Studio Lin's focus is on comprehensive design systems in all media, including web, social media, advertising, publishing, video and environmental. A lean office able to offer highly competitive rates, the studio can tap into a carefully curated network of highly skilled designers, printers, programmers, animators and writers. Clients receive the thorough and undivided attention of Alex Lin, who directs every project from conception through execution, overseeing any additional services as needed.

EXPERIENCE

New York, NY, USA
Jan 2001 – Jan 2004

2x4
Senior Designer

LANGUAGES

Chinese (Conversational)

ADDITIONAL INFORMATION

Before opening Studio Lin, Alex Lin laid the foundation for his own design practice by collaborating with some of the field's greatest minds. After receiving an MFA in graphic design from Yale University, Alex spent six years at the design firm 2x4.

His work has been featured and awarded by leading design publications such as Wallpaper, ID Magazine, Print Magazine, Metropolis, Azure, Tank, Surface, Architectural Record, Span, Victionary and exhibited at the Cooper Hewitt National Design Museum.

In 2005 Alex was named an Art Director's Club Young Gun, in 2006 he was in STEP magazine's field guide for emerging designers, and in 2009 he was honored as an Avant Guardian by Surface Magazine.