



Originality is the foundation of creativity.

See the possibilities. Foster fearless thinking. Cultivate positivity. Inspire imagination. Do something just because. Originality fuels our passion for greatness.

Seek. Inspire. Lead. Connect. Create.





I love what I do—being passionate is critical to success. Anyone can learn the technical aspects of a job, but you can never learn passion. **Concept. Craft. Change.**

EXPERIENCE

Freelance Creative Director / Art Director / Designer / July 2025 - Present

MSFIT & CO, LONG BEACH, CA

With 25+ years of experience building global brands, Siew Lin is a 360° Creative who blends agency-level creative thinking with hands-on execution across digital and print. Her expertise spans Creative Concepting, Art Direction, photo direction, production, retouching, press checks, branding, typography, packaging, and integrated marketing delivering exceptional creative with meticulous craftsmanship.

Today, Siew Lin partners directly with brands to create distinctive identities, integrated campaigns, packaging, environmental graphics, and digital experiences. Her philosophy is simple: great brands are built through exceptional ideas, flawless execution, and consistency at every touchpoint.

Expertise: Branding & Identity • Retail Marketing • B2C • B2B Marketing • Packaging • Digital & Print Design • Environmental Graphics • Promotional Products

Associate Creative Director / Sept 2022 - May 2025

TEAMONE, PLAYA VISTA, CA

Forward-thinking Art Director and creative leader with a proven track record of delivering high-impact Creative Concept Design and integrated brand experiences across digital and print. As Associate Creative Director for the Lexus Platform Experience at Teamone, led the Art Direction, strategy, typography, design, and execution of Lexus's flagship digital ecosystem, redefining how millions engage with the brand online and in dealerships. Recognized for blending creativity, technology, and production excellence to create immersive luxury experiences, drive innovation, and elevate brand storytelling.

If you've recently explored, configured, or purchased a Lexus online or at a dealership, you've likely experienced this work firsthand.

[LEXUS.COM VISUALIZER](#)

[LEXUSCARE](#)

[LEXUS DIGITAL BROCHURE](#)

ACHIEVEMENTS

- Spearheaded Teamone's first 360° CGI platform, leading the creative vision, content development, and end-to-end production that successfully launched major Lexus vehicles, including the all-new GX and TX.
- Increased Lexus.com 360° user engagement by 3x, delivering a distinctive and immersive luxury digital experience across Lexus.com.
- Directed production of 20,000–50,000 CGI assets per vehicle, ensuring premium quality, brand consistency, and scalable digital delivery
- Partnered with UX and engineering teams to create an ownable Lexus digital ecosystem that elevated the luxury customer journey
- Orchestrated cross-functional teams across UX design and technical team, CGI art house, production, clients, photographers, developers, and vendors while mentoring and developing junior creatives, fostering collaboration and creative excellence at scale
- Cultivated trusted client and production partner relationships by presenting strategic creative concepts, solving complex production challenges, and driving innovative solutions
- Led integrated brand campaigns across digital, print, retail, and experiential channels, including dealership POS launch kits, LexusCare marketing collateral, vehicle wraps, and branded activations that extended the Lexus experience beyond digital





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EXPERIENCE

Senior Art Director / Aug 2021 - Sept 2022

WUNDERMAN THOMPSON, PLAYA VISTA and ORANGE COUNTY, CA

Lead creative focused on conceiving, designing, and delivering innovative campaign work across UCI Health, SONY and Microsoft product launch web pages and projects. Championed bold, strategic thinking while ensuring creative aligns with client goals and exceeds expectations.

Directed and managed multidisciplinary creatives, mentoring designers, junior talent, freelance writers, and production artists. Cultivated a supportive, forward-thinking culture while maintaining high standards in execution and client engagement. Implemented efficient workflows that enhance creative quality and strengthen brand presence across digital platforms.

[UCI HEALTH](#) [SONY](#) [MICROSOFT](#)

Associate Creative Director / June 2017 - May 2020

Senior Art Director / June 2007 - June 2017

SAATCHI & SAATCHI, EL SEGUNDO, CA

Spearheaded creative concept and content development for Toyota vehicle reveals, launches, and product updates, creating original digital and print marketing promos for Toyota Auto Show, Toyota.com Vehicle Reveal Pages, integrated marketing campaigns, photoshoots, yearly brochure program design, and POS kits for Toyota dealerships.

Pioneered Toyota's first fully custom CGI video and stills production, establishing a new benchmark for scalable content creation. Managed a team of 15 while leading cross-functional teams, overseeing CGI pipelines, and orchestrating the end-to-end creative process from asset selection through final production while presenting creative concepts to clients, building trusted relationships, and collaborating with UX, strategy, photographers, DPs, CGI studios, web partners, post-production, illustrators, freelancers, and print vendors.

Mentored junior designers and freelance creatives, strengthening design quality, and team culture.

Senior Art Director / February 2002 - May 2007

Art Director / February 1998 - Feb 2002

THE DESIGNORY INC. LONG BEACH, CA

Lead concept development, design, and art direction for asset creation across vehicle reveals and launches, collaborating closely with copywriters and the marketing team to deliver strategic, integrated creative solutions. Oversee the entire creative process from selecting photographers, illustrators, and print materials to managing production and press checks while mentoring designers, junior creatives, freelance writers, and production artists. Key deliverables include photography, CGI imagery, the Designory Brand Book, Nissan USA and Canada brochures, Nissan Accessories, POS displays, Auto Show promos, and web content.

EDUCATION

California State University, Long Beach, CA / BFA Graphic Design

California Institute of The Arts, Valencia, CA / Visual Communications (2 years)

State University of New York at Purchase (SUNY) / Fine Art Drawing and Painting (1 year)

STATUS

US Citizen, no work authorization or sponsorship required.

