



# BETTY CHIN-WU

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## EXPERIENCES

01/14–present

### Target, Minneapolis, MN

Motion Graphics Designer, Contractor

- Produced branded motion content for in-store Channel Red, social ads, sports stadium LED, headquarters interior, annual staff meetings, broadcast, large scale art installations: Target Lights, Target Field Totems, TargetToo

12/12–03/13

### HDMG, Minneapolis, MN

Motion Graphics Designer

- Animated graphics for creative concept, broadcast and online marketing: General Mills, Big Lots

09/10–11/12

### row27, Minneapolis, MN

Motion Graphics Designer

- Created engaging videos and digital content for NCAA sports team intros: social ads, broadcast, sports stadium LED

04/10–06/10

### FISCHER EDIT, Minneapolis, MN

Motion Graphics Intern

- Assisted with motion design for broadcast and online marketing: Target, Edina YMCA, Burger King, Hefty's Zoo Pals

05/03–07/07

### The Boston Redevelopment Authority, Boston, MA

Graphic Designer

- Created print and online branding graphics for staff development, local ads, street banners, and mayoral events: Boston Theater District

05/01–02/03

### WCVB-TV Boston, Needham, MA

Graphic Design Intern

- Collaborated in daily news show graphics and print with art direction

## EDUCATION

06/10

### The Art Institutes International Minnesota, Minneapolis, MN

Bachelor of Science—Visual Effects & Motion Graphics

- AWARDS: Best In Show, Presidential Dean's List, Student Success Scholarship

05/02

### Emmanuel College, Boston, MA

Bachelor of Fine Arts—Graphic Design & Technology

- AWARDS: Cum Laude, Recognition in Field