

# KEVIN G LAM / 林德江

GRAPHIC DESIGNER / VISUAL CREATOR

KI-



## Profile

Tactical, curious and an extremely versatile designer ready to take on any design mandate.

## Languages

### Native

English and French

### Limited Working Proficiency

Cantonese and Vietnamese

## Skills

- Graphic Design and Web Design
- Art direction and visual conception
- Photography and videography
- Extensive experience working with Adobe Creative Suite and Figma
- Open to receiving feedback to further improve my work
- Experience with programs such as MS Office, MS Teams, Zoom and cloud services
- Basic copywriting skills
- Experience working remotely or in-office as needed

## Contact

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📞 +1 (514) 243-9595

📱 [/kevglam](https://www.instagram.com/kevglam)

📍 Toronto, Canada

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## Experience

### Graphic Designer

**Jul 2022 - Present | RYU Apparel Inc.**

As their Graphic Designer, I took on the role of designing all of the visual collateral for in-store, digital and internal use. I worked on bringing projects from conception to delivery while continuously making sure that every detail stays on brand in aesthetics and quality.

Responsibilities for this role include:

- Designing assets for e-commerce, social media, events, store windows, displays and POPs, in-house presentations, email newsletters, ads, landing pages, whole sale catalogues and any other creative requirements from other teams.
- Align the spirit and personality of the RYU brand across all channels by translating briefs and marketing plans into creative concepts.
- Export and deliver all final assets as well as animate moving ones.
- Research market trends on commercial photography, videography, graphic design and create innovative strategies.
- Aid in the research and art direction of photo shoots, video shoots and campaign planning.
- Source printers, request quotes, place orders and follow execution for printed graphics, ensuring print quality meets expectations.
- Write compelling and original copy for email newsletters, website, social media, blog, campaigns, in-store messaging and more.
- Retouch and edit on body and off body studio and in situ photography and videography.
- Shoot short term photography and videography projects
- Work on multiple complex projects at the same time while ensuring their quality and delivery in a timely manner.

### Junior Graphic Designer

**Sep 2021 - Jul 2022 | RYU Apparel Inc.**

As their Junior Graphic Designer, my role was to support the creative, e-commerce, social media, PR and other teams by creating high-quality assets. I took on any graphic design request that was needed.

### Creative & Marketing Intern

**Jul 2021 - Sep 2021 | RYU Apparel Inc.**

As their Creative & Marketing Intern, I worked with the Creative and Brand Manager to design and deliver marketing assets for RYU Apparel. I created a variety of marketing assets while sharpening my creative thinking.

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## Experience (Cont.)

### Freelance Graphic Designer

**Feb 2017 - Present | Kevin G Lam Design**

Throughout my years as a Graphic Designer, I had the opportunity to work with many diverse clients in providing them with design services that range from packaging design to UI/UX design for apps.

Some of my work include:

- Branding & Packaging / Creative Consultant for JOMO Candle Co.
- UI/UX Design for Gray Oncology Solutions
- Logo Design for PodCavern
- Event Poster Design for Centre Kinoxy / Collège Jean-de-Brébeuf
- Photography and Poster Design for Collège Jean-de-Brébeuf

### Graphic Design Resident

**May 2019 - Aug 2019 | District 3 Innovation Centre**

District 3 Innovation Centre is a startup incubator centre that helps startups develop their businesses and ideas from concept to launch and more. As their Graphic Design Resident, I was able to work in a multidisciplinary team and help startups evolve their brand and products.

Responsibilities for this role include:

- Design high-fidelity UI/UX mock-ups for startups
- Develop and test products for startups
- Be the lead designer in a multidisciplinary team
- Pitch ideas to a large group of people
- Help startups gather crucial information through research in various fields to further improve their products.

## Education

### Bachelor of Fine Arts (BFA) - Computation Arts

Concordia University | 2015 - 2019

### Diplôme d'études collégiales (DEC) - Arts, Lettres et Communications

Collège Jean-de-Brébeuf | 2013 - 2015