



QUALIFICATION PROFILE

Prolific, innovative, passionate and detail-oriented designer with more than 10 years of experience in multimedia production, web design, email communications, image editing, social media, event marketing, data and project management.

SKILLS

Art Direction
Asset Management
Branding
Concept Development
Data Analytics
Design for B2B & B2C Environments
Design Consultation
HTML & CSS
Project Planning & Management
Team Collaboration
Typography & Colour Theory
UX, UI, Accessibility Design
Verbal & Written Communication
Website Design

SOFTWARE

After Effects
Acrobat Pro
Dreamweaver
Illustrator
InDesign
InVision
MAC & PC
Microsoft Office
Photoshop
PowerPoint
WordPress

EMILY LAM

GRAPHIC DESIGNER

✉ emlam.design@gmail.com

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☎ 647.893.6214

RELEVANT EXPERIENCE

TD Securities - Toronto, ON, Canada **Graphic & Visual Designer 2019 - Present**

- Developed external and internal digital communications, event websites via the business content management platform, which require the use of Adobe Creative Suite, Microsoft applications, and hard coding HTML/CSS.
- Spearheaded the management of creative team's image asset library on Adobe Experience Manager (AEM), ensuring that metadata are included for accurate search and reporting.
- Maintained strong communication with internal clients to provide creative support on high-quality branded reports and presentations; with external vendors to provide best user experience for virtual global industry conferences.
- Improved business website experience by implementing Bootstrap for responsive design, and ensured that all layouts are AODA compliant.
- Provided recommendations for company's rebranding initiative; supported roll out of rebranded elements including wordmark updates, web and email templates.
- Conducted regular research on related design and industry trends and presented findings back to the team during bi-weekly meetings.

Holt Renfrew & Co., Limited - Toronto, ON, Canada **Graphic Designer 2015 - 2019**

- Designed and developed strategies for creative content on social media, website, emails, digital banner advertisement, magazines, and direct mailers, to over 100K of customers and followers.
- Assisted in the launch of company's new ecommerce website and collaborated with internal teams and external vendors to design original content.
- Presented prototypes for emails and website to the executive team to improve brand awareness, traffic, and engagement based on usability testing results.
- Collaborated with teams to conceptualize and organize in-house photo and video shoots for marketing campaigns.
- Lead the design and production of construction graphics for renovation of the Toronto flagship store, ensuring accuracy in production files with print vendors.
- Ensured all designs followed industry and company brand standards, print and digital media best practices, and supported corporate priorities.

EM Design - Toronto, ON, Canada **Freelance Graphic Designer 2009 - Present**

- Utilized Wordpress for the redesign and production of the ipzu.ca website.
- Developed marketing materials for Ryerson Ted Rogers School of Management, including website creative and brochures.
- Provided design and marketing consultation to numerous private brands.

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EDUCATION & TRAINING

Adobe Virtual Summit 2020

SEO & SEM Seminar 2018

@ Brainstation, Toronto,
ON, Canada

User Experience Design 2016

@ Bitmaker Labs, Toronto,
ON, Canada

Ladies Learning Code HTML & CSS Seminar 2015

Retail Advertising and Marketing of Canada Presentation 2013

Digital Publishing Course 2009

Centennial College, Toronto,
ON, Canada

Bachelor of Fine Arts in New Media, with Honours 2008

Ryerson University, Toronto,
ON, Canada

Thesis - "Tristas"

(interactive video installation)

Awards:

- One of three nominations for New Media Festival's Social Awareness Award in 2008
- Ryerson Image Arts Award and 3rd Year Prize of Merit for 2005-2006
- Dean's List for academic year for outstanding achievement in Communication & Design

RELEVANT EXPERIENCE CONTINUES

The Body Shop International plc - North York, ON, Canada

Graphic Design Specialist 2015

- Provided creative assistance on the presentation of strategies for impactful digital media campaigns on Facebook, Instagram, Twitter, YouTube to increase engagement and conversion.
- Proactively sought out ways to improve consistency and effectiveness of visual communication across all channels.
- Modeled event packs, digital advertising, signage and conference materials that supported the company's branding guidelines.

Cleo, Division of Comark Inc. - Mississauga, ON, Canada

Graphic Designer 2010 - 2015

- Conceptualized, designed, and scheduled promotional content for website, emails, Facebook, Instagram, Pinterest, SMS, and signage.
- Maintained strong communication with external printers to ensure timely delivery and cost-effective production, while providing quality print materials.
- Directed all photo and video shoots in art director's absence; from development of visual concepts to providing instructions to production crew members.
- Provided recommendations on the latest marketing trends, and best practices for online consumer experience. For example, the addition of email sign up pop-up on the new homepage, which successfully collected over 8K emails within a month.
- Assumed responsibility in presenting seasonal campaign concepts to executives, managers and associates within the quarterly meetings.
- Facilitated necessary training and coaching for junior graphic designers including peer reviews and feedback on design projects.
- Rendered creative assistance to all departments including presentation PowerPoints and buyer's product knowledge booklets.
- Conducted research regularly with Inbox Marketer and Google Analytics to obtain key insights on consumer conversion and presented results back to the executive team.

Cleo, Division of Comark Inc. - Mississauga, ON, Canada

Junior Graphic Designer 2008 - 2010

- Assisted in the launch of company page on Facebook, Twitter, and Pinterest.
- Managed the resizing, retouching and uploading of image assets.
- Ensured stable communication with store associates in order to provide support for any signage needs.
- Instituted analysis of all creative files before deployment and printing to ensure the efficiency of size and formats.

VOLUNTEER EXPERIENCE

Graphic Designer January 2021 - Present

Canadian Premature Babies Foundation - Etobicoke, ON, Canada

Web Designer May 2020 - October 2020

Children's Healing Center - Grand Rapids, Michigan, United States

Reference available upon request