



CURRICULUM VITAE

ELSIE LAM GRAPHIC DESIGNER

I am an experienced graphic designer with over 10 years of industry experience in the UK and Canada, specialising in branding, print, packaging, advertising and web design. I also have excellent knowledge of typography. My work demonstrates that I am easily able to work across all areas of design.

I am looking for a new challenge in a collaborative, creative environment where I can share my knowledge and continue learning from my peers.

CONTACT

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AWARDS

2002 Wine by Design Competition
4th Runner Up | Wine Label & Branding Competition

I used Canadian sports as an inspiration to design for this Oakville Ridge Wine by Design Competition. The objective of this branding and packaging design competition was to clearly communicate Canadian heritage and identity.

1998 OCAD Annual Student Design Competition
1st Place | John Street Vision for Toronto Olympic Proposal 2008

This three-day challenge was to re-design John Street as a main promenade connecting the city centre to Rogers Centre (formerly known as Skydome) and the waterfront. Collaborating with three students from environmental and material design faculties, our team was inspired by Herman Hesse's Siddhartha to design tiled mosaics using "river" as a theme to connect and highlight points of interest along John Street.

KNOWLEDGE & EXPERTISE

KNOWLEDGE

LANGUAGES

English (fluent)
Cantonese (fluent)
Mandarin

PROGRAMMING

XHTML/CSS
PHP & Javascripts

SOFTWARE

Mac (OS) & PC (Windows)
Adobe Acrobat Pro
Adobe Dreamweaver
Adobe Flash
Adobe GoLive
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Microsoft Office Suite
QuarkXPress

OUTPUTS

Various print processes
Sustainable solutions
Large format banners
In-store signage
Magazine/newspaper
Accessibility, large print
eDocuments
Self-complete forms
Typesetting & artworking
in multiple languages

OTHER

Art & creative direction
User experience
Search Engine
Optimisation (SEO)
Illustration
Typography
Internet, technology
& consumer trends

EXPERTISE

BRANDING

- Re-branded international corporate identities for ClimateChangeCorp, Sears Travel Canada and Swiss Herbal Remedies.
- Developed branding for Buybuddy.com and Industry Canada.

PRINT

- Designed print publications for Department for Business Innovation and Skills (BIS), Department for the Environment and Climate Change (DECC), Foresight, Government for Science, Queen's Awards for the Enterprise, and Inspirational Development Group.
- Designed and art directed for ClimateChangeCorp quarterly magazine finished with sustainable printing.
- Multi-language and accessible typesetting for Student Finance Wales, Student Finance Northern Ireland, NHS, Riverside Housing Group and The Reading Agency.

ADVERTISING

- Created materials for marketing campaigns including posters, flyers, e-shots, brochures, print and online advertisements for Sears Travel Canada, ClearChannel Canada, Mirvish Productions, ClimateChangeCorp and The Great Escape Festival.

PACKAGING

- Majored in packaging in my graduate studies.
- Created packaging for South West Region Development Agency (SWRDA) promotional DVD and designed label for local cider samples and creative packaging as a direct mail piece for their "Creative Juice" campaign.
- Developed re-packaging concepts for Swiss Herbal Remedies.
- In-depth knowledge of sustainable packaging and printing solutions.

WEB & DIGITAL

- Created interactive CD-ROMs for BIS, Solutions for Business, Foresight and WordLink.
- Programmed and designed website interfaces for WordLink, ClimateChangeCorp, Buybuddy.com, Edge Magazine, Olympic Advocate Together Honourably (OATH) and YWCA Week Without Violence.
- Expertise includes user experience integration, Search Engine Optimisation (SEO) and effectiveness of blogs and social networking.



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INTERESTS

FASHION DESIGN

I have designed clothing for Karen O (Yeah Yeah Yeahs), Nina Persson (The Cardigans) and Charlotte Hatherley.

My millinery design has been featured in the Hat Magazine.

I recently modelled for Hermès and Kirk Original Eyewear.

I also enjoy knitting and jewellery making.

I write two blogs and I am an active member of Independent Fashion Bloggers network.

COOKING

Cooking and baking is the perfect way to unwind a busy day. I also write restaurant reviews on TrustedPlaces.com

BALLET

I frequently performed ballet in front of audience and on television when I was young. I continue to take ballet lessons.

CAREER HISTORY

OCTOBER 2007 to PRESENT | SENIOR GRAPHIC DESIGNER

WordLink Marketing & Communications | London, UK | Full-Time Permanent

Designed print and marketing collateral, branding, advertisements, packaging, website interfaces both internally and for clients including blue-chip and UK Government sectors. Other duties included typesetting and artworking projects into multiple languages.

OCTOBER 2007 to OCTOBER 2008 | BRANDING & GRAPHIC DESIGNER

First Conference | ClimateChangeCorp.com | London, UK | Freelance Contract

Re-branded corporate identity encompassing website interface, promotional materials, and the design and layout of their quarterly magazine.

APRIL 2007 to JUNE 2007 | GRAPHIC DESIGNER

MAMA Group | The Great Escape Festival 2007 | London, UK | Freelance Contract

Close liaison with our sponsor T-Mobile to create promotional collateral for The Great Escape Conference & Music Festival (17-19 May 2007) in Brighton: advertisement in various industry, entertainment and music magazines, posters, flyers, e-shots, outdoor banners and signage.

JUNE 2002 to JANUARY 2007 | PROJECT MANAGER & GRAPHIC DESIGNER

Cosmic Design & Advertising | Toronto, Canada | Full-Time Permanent

Main account: Sears Travel Canada. Re-branded corporate identity in English, French and bilingual formats. Liaised with client to create detailed weekly English and French advertisements for over 150 newspapers nationwide under strict deadlines. Designed high quality marketing collateral including various seasonal travel brochures, posters and in-store marketing pieces.

Other accounts: Designed marketing materials for ClearChannel Canada (Theatre Division – LiveNation), Hummingbird Centre for the Performing Art, and Mirvish Productions.

NOVEMBER 2006 | GRAPHIC, BRANDING & PACKAGING DESIGNER

Swiss Herbal Remedies | Toronto, Canada | Freelance Contract

Developed re-branding concepts for new corporate identity. Created re-packaging concepts for existing product lines.

JANUARY 2000 to AUGUST 2001 | E-COMMERCE: ART DIRECTOR, BRANDING & GRAPHIC DESIGNER

Buybuddy.com | Toronto, Canada | Full-Time Permanent

Worked closely with both marketing and IT teams to develop consumer and corporate website integrating user experience, marketing campaigns and branding strategies. Designed corporate branding, marketing collateral in various media: web, print, presentations and wireless.

MARCH 1998 to JANUARY 2000 | ILLUSTRATOR, GRAPHIC & WEB DESIGNER

KidsNRG / The NRG Group | Toronto, Canada | Freelance Contract

Illustrated for Royal Bank of Canada and IBM's Scitechmatics website aimed for children aged 8-12 years old. Developed website interfaces for Edge Magazine, Olympic Advocates Together Honourably (OATH) and YWCA Week Without Violence 1998. Created visual identity and online promotional materials for Industry Canada – Retailing on the Internet: A Guide.

EDUCATION

SEPTEMBER 1997 to MAY 2002

*Ontario College of Art & Design
Toronto, Canada*

*AOCAD (Associate of Ontario
College of Art & Design)*

Communication & Design,
Graphic Design,
Packaging Major

SEPTEMBER 1995 to MAY 1996

*University of Toronto
Toronto, Canada*

Full-time studies in
Life Science Programme

SEPTEMBER 1990 to JUNE 1995

*St. Joseph's Morrow Park
Catholic High School
Toronto, Canada*

Graduated with 7 Advanced
courses with average of 82%
(Canadian schooling
system honour)

Portfolio, design manifesto, UK and Canadian references available upon request.