



RAYMOND LAM

DESIGNER & ILLUSTRATOR

SUMMARY

Hyper motivated digital artist with over eight years of experience with multiple platforms and mediums. Inspired by bold, edgy, and precise design philosophies.

ACADEMIC EDUCATION

BFA Digital Media Art (Expected ~2021)
San José State University

Quarterly Dean's List, President's List

AS Graphic & Interactive Design (2016)
Foothill College

Quarterly Dean's List, Honors Scholar

WORK EXPERIENCE

Designer and Artist

Compass Real Estate Agency (formerly Alain Pinel) (2015–2019)

- Apparel, graphic and web design for both real estate agents and their cycling team.
- Sharp and compelling designs were notable for strict adherence to corporate rulebooks for usage and placement of company logos and graphics.

Visual Brand Designer and Manager

Speed Factory Sports (2014–2016)

- Logo design with clear reference to California heritage for grassroots based professional cycling.
- Designed brand visual identity and marketing material for distribution to sponsors.

On-site Visuals Designer and UX Coordinator

Wildberry Frozen Yogurt (2010–2014)

- Logo design with clear visual identity and playful interpretation of product line.
- Redesign of on-site UI/UX ranging from streamlining menus to refocusing of art direction to reflect more playful and fresh take on boba and fro-yo.
- Worked closely with company management to integrate knowledge of target demographics to achieve objectives.

CONTACT

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PORTFOLIO

asukabaka.github.io

artstation/sfdesigns

LANGUAGES

ENGLISH ██████████

CANTONESE ██████████

VIETNAMESE ██████████

ADOBE CC

PHOTOSHOP ██████████

ILLUSTRATOR ██████████

PREMIERE PRO ██████████

AFTER EFFECTS ██████████

SKILLS

HTML/CSS ██████████

JAVASCRIPT ██████████

WACOM ██████████

PROCREATE ██████████

PERSONAL PROJECTS

Many of my personal artworks showcase the integration of previously static artworks with HTML/CSS + JS. The result is a dynamic, procedural, and interactive experiences with my illustrations. By combining .png images or .mp4 videos and layering them with the scripts and code, these pieces demonstrate the wonders of combining art and logic.

HTML/CSS + JAVASCRIPT

Personal Portfolio Website
asukabaka.github.io/index.html

- Portfolio website showcasing artwork with clear UI interface and compelling aesthetic.
- Website features responsive design, and implementation of Javascript "lazyloading" for optimal loading times.

Welcome to the City of Expired Tear Gas
asukabaka.github.io/umbrella_girl.html

- Character illustration with inspiration from recent political turmoil in Hong Kong.
- Artwork explores contrast with greyscale/pink, traditional/high-tech, flesh/prosthetics, curves/harsh mechanical shapes.
- Artwork demonstrates unique blend of MPEG4 composited on 2D artwork and combined with Javascript code for a visually spectacular and interactive parallax piece.

PERSONAL ILLUSTRATIONS

JDN500F
asukabaka.github.io/jdn.html

- Futuristic design of current day Suzuki GS500F.
- Special attention given to making the motorcycle and character blend in and become a part of the background.
- Environment is futuristic reimagining of iconic Shibuya Crossing in Tokyo, Japan.

Private Investigation Agency
asukabaka.github.io/pt_investigation_agency.html

- Futuristic cyberpunk reimagining of the discontinued Honda S2000.
- Design of the car is notable for integrating modern day motifs from Honda and Acura designs.

No Impossible Frontiers
asukabaka.github.io/kirijo_dynamics_promo.html

- Fictional promotional image focuses on mechanics and proportions of the hand.
- Special consideration given to designing the look and aesthetic of a "benevolent" cyberpunk mega-corporation.