Raymond Lam

Concept Artist and Digital Illustrator

Believer in the power of ideas and illustrations for making the world a more positive place by bringing fantastic worlds and their stories alive. Motivated concept and digital artist with over eight years of experience with digital media. Inspired by bold, edgy, and precise design philosophy. Multilingual, with vast and applicable knowledge and experience with Asian cultures including Cantonese, Mandarin, and Vietnamese.

Education

BFA Digital Media Art (expected degree ~2020)
San Jose State University
- Formal art training: for representational illustrations
- Wholistic Art History: understanding theory and finding inspiration
- Concept and Design Theory: Design workflow with essential critical skills to resolve objectives within specified guidelines.
- Cutting Edge Media: Experience in latest mediums and technology for workplace application.

Technical Skills

Graphics
- Adobe Creative Cloud Suite (with emphasis on Photoshop, Illustrator, InDesign, After Effects.)
- Paint Tool SAI, Clip Studio Paint

3D Modeling
- Autodesk (with emphasis on Maya, 3ds max)
- Light proficiency with Unity Game Engine and Blender

Equipment
- High proficiency with use of Wacom Tablet equipment for digital illustration
- Computer tech for both Mac and PC
- Self-reliant resolver of unforseen tech issues

Personal Projects

To simulate a career in concept art and illustration, many of my personal projects include re-imagining characters I have been inspired by new and interesting settings and scenarios. By taking characters that have already been written and imagined, I find great satisfaction in conceptualizing new designs and resolving them in ways in which the original character is still respected and apparent. My designs are my contribution to the ongoing conversations about the characters and are analyzed and critiqued by other enthusiasts on the web.

Examples of my work, along with their design process are documented and displayed on a variety of platforms/ portfolios including ArtStation and Github.

Makoto 2038

-   Slick cyberpunk re-imagining of the conservative and bookish student council president with dreams of fulfilling her father's legacy in law enforcement. Rendered with attention to bold and striking visuals and typographic designs.

Hifumi Togo - Designs

-   Demure and passive outward appearances hide fierce and psychotic passion for *Shogi* (japanese chess.) Costume and character designs reflect her personality, characteristics, and story arc. Included with design process via sketches and variety of final renders.

Work Experience

Visual Brand Designer and Manager
Speed Factory Sports

- Conceptualized and designed logo with clear guidelines for California grassroots based professional cycling team.
- Designed company visual identity and marketing material for distribution to potential sponsors.

On-Site Visual Designer and Coordinator
WildBerry Frozen Yogurt
- Streamlined and redesigned on-site menus for new additions along with greater clarity and impact.
- Designed new menus, marketing materials, and illustrated required artwork to promote company's brand refocusing to a more "personal and handcrafted" frozen yogurt and boba pearl tea experience.
- Worked closely with company management to integrate knowledge of target demographics and objectives.

Other Interests

Endurance sports including competition cycling and marathons, films, books, video games, collecting art and design books for films and other media.