

KEVIN GLAM / 林德江

GRAPHIC DESIGNER / VISUAL CREATOR

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📍 Toronto, Canada

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KI-

WORK EXPERIENCE

Digital Designer

Jan 2023 - Present @ VML (Formerly Wunderman Thompson)

As a Digital Designer at VML, I am a versatile creative force in their arsenal, primarily designing social content and campaigns for Audible while also developing social strategy and creating UI layouts for other accounts.

Responsibilities for this role include:

- Conceptualizing and designing monthly evergreen social content and wide-ranging social campaigns for Audible.
- Swiftly implementing feedback from Creative Directors to ensure that we meet tight delivery deadlines.
- Simultaneously managing 5+ overlapping workstreams with coinciding timelines.
- Presenting creative concepts and creative executions to clients.
- Working in tandem with a large multidisciplinary team made up of Art Directors, Copywriters, Project Managers, Social Strategists, Data Analysts and Creative Directors.
- Creating social content that is used throughout multiple international marketplaces.
- Exporting, packaging and delivering all final assets for clients.
- Briefing a production team on animation direction for video/animated assets.
- Developing strategy behind social media content for Mazda Canada.
- Designing monthly email newsletter layouts for Kruger Products.

Graphic Designer

Jul 2022 - Nov 2022 @ RYU Apparel Inc.

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

Responsibilities for this role included:

- Designing assets for e-commerce, social media, events, store windows, displays, POPs, in-house presentations, email newsletters, ads, landing pages, wholesale catalogues and any other creative requirements from other teams.
- Aligning the RYU branding across all channels by translating briefs and marketing plans into creative concepts.
- Exporting, animating and delivering all final assets.
- Researching market trends on commercial photography, videography, graphic design and creating innovative strategies.
- Art direction of photo shoots, video shoots and broader campaigns.
- Sourcing printers, requesting quotes, placing orders and following up on execution for printed graphics to ensure that the print quality meets expectations.
- Writing compelling and original copy for email newsletters, their website, social media, their blog, campaigns, in-store messaging and more.
- Retouching and editing on-body and off-body studio and in situ photography and videography.
- Shooting short term photography and videography projects.
- Working on multiple complex projects at the same time while ensuring punctuality and quality.



PROFILE

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

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

LANGUAGES

Fluent

English and French

Basic Proficiency

Cantonese and Vietnamese

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WORK EXPERIENCE (CONT.)

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 as 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.

Freelance Graphic Designer

Feb 2017 - Present @ Kevin G Lam Design

Throughout my career as a Freelance Graphic Designer, I worked with many diverse clients, providing them with design services that range from packaging design to UI/UX design for apps.

Some of my work includes:

- Creative Consultant / Branding & Packaging for JOMO Candle Co.
- UI/UX Design for Gray Oncology Solutions.
- Logo Design for PodCavern.
- Event Poster Design for Centre Kinox / 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 beyond. As their Graphic Design Resident, I was able to work in a multidisciplinary team and help startups elevate their brand and products.

Responsibilities for this role included:

- Designing high-fidelity UI/UX mock-ups for startups.
- Developing and testing apps for startups.
- Being the lead designer in a multidisciplinary team comprised of Engineers, Psychologists, Computer Scientists, etc.
- Pitching ideas to clients and stakeholders.
- Helping startups gather crucial information on various fields such as engineering and finance to further improve their products.

EDUCATION

Bachelor of Fine Arts (BFA) - Computation Arts

2015 - 2019 @ Concordia University

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

2013 - 2015 @ Collège Jean-de-Brébeuf



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