

kevin lazo

236-777-0049

hellokevinlazo@gmail.com

madebykevinlazo.com



# WORK

## new balance - team lead

Achieved company-wide sales record of 581 units through data-driven customer strategy

Implemented system product recommendation process improving customer satisfaction rates

Led cross functional team training initiatives enhancing operational initiatives

## reigning champ - floor manager

Developed customer retention strategies through personalized styling consultations

Managed store operations including inventory management and team coordination

Collaborated with management to optimize merchandising strategy and sales procedures

## holt renfrew - logistics coordinator

Managed end-to-end operations for women's footwear department including inventory systems

Redesigned operational protocols resulting in 30% improvement in workflow efficiency

Coordinated daily fulfillment operations and inventory management systems

# SKILLS

Brand Development  
Print Design  
Product Design  
Motion Graphics  
3D Modeling  
Digital Marketing  
Project Management  
Quality Assurance

Web Development  
App Development  
UI Design  
UX Design  
Product Prototyping  
Post Production  
Content Production

# edu

New Media Design  
Web Development  
BCIT

Jan 2024 - July 2025

Interactive Design  
Stuttgart HDM

Sep 2025 - March 2026

# tech

React  
React Native  
GSAP  
Framer Motion  
Tailwind CSS  
Three.js  
HTML  
CSS  
Javascript  
Adobe Premiere Pro  
Adobe After Effects  
Adobe Illustrator  
Adobe Photoshop  
Adobe Indesign  
Adobe Dimension  
Figma  
Trello  
Slack  
Touch Designer

# designer/developer