

# Nathan Lew

nathanlew.com

nathan\_lew@sfu.ca

linkedin.com/in/nlew

## Experience

designer @ touchpoint ixd conference 01.2023 – present

Collaboratively spearheaded the creation of the conference's identity for 2023. Produced guidelines for creating print and digital materials, notably including posters, motion graphics and webpages. Assisted front-end development using React and deployment of event website.

marketing & design specialist @ guusto 06.2021 – 05.2022

Led redesign, front-end development and migration of the marketing website. Established modules, components and templates to optimize production of social media and web content. Collaborated with design team in various platform experience, interface and branding updates.

director of visual design @ sfu surge 04.2020 – 01.2023

Oversaw creative direction and production of social media content in a team of 6, providing critique to foster coordinators' skills. Managed art direction, content strategy and visual design for the club's annual hackathon, StormHacks, attracting 800+ applicants across all promo.

stedelijk museum amsterdam (academic) 03.2022 (5 weeks)

Acted as project lead within group of 5, developing a visual identity for the museum's exhibition, X ERGO Y. Experimented and iterated across 5+ directions to develop assets and microsite proposal. Spearheaded content, visual and interaction studies + fully prototyped site in Figma.

## EXTRACURRICULAR

event volunteer @ touchpoint ixd 12.2022 – 03.2023

techteams leader @ sfu siat 04.2021

visual design coordinator @ sfu surge 04.2020 – 08.2021

head instructor (cpu) @ sfu camps 06.2019 – 08.2020

student prefect @ stratford hall 05.2019 – 05.2020

## Education

simon fraser university 09.2020 – present

interactive arts + technology (conc. design)  
undergrad entrance scholarship – fall 2020

## Tools

figma, adobe creative suite, reactjs, nextjs, tailwindcss, scss, javascript, jquery, vercel, webflow, processing + p5js, java, hubspot

## Capabilities

graphic + visual design, interaction design, art direction, content strategy, copywriting, wireframing, prototyping, ui + front-end development, branding + creative strategy

## Achievements

tohacks 2021 – 05.2021

1st place out of 197 projects for vaccineinfo

adobe + target creative jam – 08.2021

top 5 finalist out of 129 teams for seesaw

governor general's academic medal – 2020

for achieving high school's highest average

founders award (overall excellence) – 2020

for service + leadership at stratford hall

academic excellence award – 2020

for scholastic achievement at stratford hall