

# Tom Lau

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## Experience

### Designer

HYPEBEAST, Hong Kong  
January 2017 - Present

UX/UI design for HYPEBEAST, HBX, and POPBEE websites, Android and iOS apps. Work closely with lead designer, engineers, project managers, and data analysts to solve usability problems and meet company objectives.

### Art Director

Isobar, Hong Kong  
August 2016 - October 2016

Responsible for visual aspects of website and campaign projects, and coordinated the work of the design team: Bupa website, Disneyland Halloween, and Estée Lauder Tmall.

### Freelance Designer

March 2016 - August 2016

Worked with startups to design products end to end: Happy Owl, a drink subscription app, and FindDoc, a doctor directory and booking app.

### Digital Designer

Clarity, Hong Kong  
June 2014 - March 2016

Designed client and startup projects such as Hyatt Stories, Anekdot.co, Tittle Light, Spacebox, and Volume France. Drove products from concepts to prototypes using visual mockups and front-end development.

## Education

### Savannah College of Art and Design

Bachelor of Fine Arts,  
Advertising,  
2010 - 2014

Studied creative conceiving, branding, art direction, and copywriting. Focused on integrating campaign ideas in traditional and digital media.

3.76 GPA, Magna Cum Laude

## Interests

Making custom sneakers, hiking, and spending quality time with my doggos.