

# VICTORIA LUM

## EDUCATION

York University and Sheridan College  
Bachelor of Design Honours Degree,  
2009–2013

## AWARDS

Red Dot Communication Design Award  
Substance (HK) 2013  
Spikes Asia Design Award  
Substance (HK) 2013  
Dean's Honour Roll, 2013  
Design Talent Entrance Scholarship, 2009  
Academic Achievement Scholarship, 2009

## DESIGN & INTERESTS

Assembling a portfolio centered on my interest in contemporary art publishing, I feel that my creative practice reflects a multi-disciplinary approach to design. I have an enduring interest in critical and experimental art publications. Working for non-profits such as Rice Cooker/Hair Salon Society for Art Criticism and Presentation House Gallery have afforded me unique opportunities to work with talented and emerging artists in my community. I continue to pursue independent projects and business education on the side, while working with my partner to cultivate a bespoke furniture design studio.

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VANCOUVER, BC V6P 4Z7

## SKILLS

Typography, identity, book, editorial, & web design;  
Adobe InDesign, Illustrator, Photoshop, Lightroom, etc.;  
MS Office, Quickbooks

## PROFESSIONAL EXPERIENCE

Freelance Designer, October 2016–present  
Working with clients in local arts organizations to create identities, books, annual reports, and websites.

### Charcuterie Magazine

Creative Director, April 2016–present  
Designing a holistic editorial and typographic identity for an experimental art publication with a unique artist edition included in each issue.

### Farmboy Fine Arts

Marketing Designer, February–October 2016  
Assembling and designing promotional material for an international art consultancy and vendor

### Information Office

Junior Designer, June 2015–May 2016  
Designing visual identities, books, editorial, and other print ephemera alongside the principal designer, Derek Barnett

### Fillip/New Documents

Office Manager, November 2013–December 2015  
Managing the Vancouver office and inventory, handling invoices and deposits, coordinating events and launches, acting as staff liaison for the board of directors

### Project Space

Marketing Coordinator & Designer, April–October 2014  
Coordinating the marketing and publicity of the 2014 Vancouver Art/Book Fair, designing promotional material for the fair and Project Space membership campaign

### Pacific Association of Artist Run Centres (PAARC)

Swarm 15 Festival Coordinator, August–September 2014  
Gathering relevant information for communications materials, fielding questions from participating organizations, preparing press releases, coordinating marketing, social media, and festival website

References available upon request