

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

SKILLS

Typography, composition, photography
Identity, book, editorial, & web design;
Adobe InDesign, Illustrator, Photoshop,
Lightroom, Bridge, etc.;
MS Office, Quickbooks, Hootsuite

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 has afforded me unique opportunities to work with talented and emerging artists in the community. In my spare time, I continue to pursue independent projects—taking business classes in the evenings, helping my partner grow his furniture practice, and hoping my vegetables don't die in my community garden.

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 unique artist editions 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
Creating visual identities, books, catalogues, pamphlets and websites alongside principal designer, Derek Barnett

Fillip/New Documents
Office Manager and Production Assistant,
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

Substance, Hong Kong
Intern, June–August 2012
Concept development, identity design, web design, packaging design, and photography

References and portfolio available upon request

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