

# VIVIAN LAU

MULTIMEDIA DESIGNER

778-998-3230 | vi\_1102@hotmail.com | www.lauvivian.com

## SKILL SET

### Adobe Suite

Photoshop  
Illustrator  
InDesign

### Video Edit

Final Cut Pro  
After Effects

### UX/UI

Adobe XD  
Axure RP  
Wireframing

### Pre-press Production

Fiery Command Workstations

## EDUCATION

### Simon Fraser University Vancouver, BC (2012 - 2016)

School of Interactive Arts and  
Technology (SIAT)

## LANGUAGE

Cantonese *Native*  
Mandarin *Fluent*  
English *Fluent*  
Japanese *Beginner*

## WORK EXPERIENCE

TallGrass Natural Health

Mar 2020 - Present

### Graphic Designer

- Fulfill trade marketing requests on designing collaterals to meet retailers and sales rep expectation
- Create and manage design assets for 10+ brands including 2 in-house brands.
- Conceptualize and design digital marketing assets including static images, GIFs /short motion graphic videos, blog posts images, Google & Facebook ads to be used on various social media platforms including websites and socials
- Produce graphics for digital ads to be promoted on various social platforms including Facebook, Google and Instagram.
- Create engaging education / training materials for retail partners
- Design websites and landing pages for multiple brands to promote brand awareness and product launches
- Audit and update website images for multiple brands
- Responsible for maintaining and updating in house brand packaging files

Organika Health Products Inc.

Mar 2018 - Mar 2019

### Graphic Designer & Project Coordinator

- Conceptualize, design, develop and produce materials for advertising, promotions, other brand related resource including product packaging & marketing collaterals
- Design and maintain brand consistency across all mediums and deliverables
- Liaises with printers to print collaterals in-house (i.e. trifolds, literature, business card, product info sheet, recipe cards)
- Produce graphics for digital ads to be promoted on various social platforms including Facebook, Google and Instagram.
- Design landing pages and images for brand related events/giveaways.
- Maintain and organize marketing, branding and product information database
- Coordinate with suppliers and printers for the development and production of marketing collaterals, tradeshow/events items, product labels and packaging
- Work with Quality Assurance / Quality Control team to ensure product labels and branding standards meet the guidelines and regulations

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## SOFT SKILLS

### Design Knowledge

Branding  
Design Thinking  
Print + Digital Mindset  
Prototyping  
User Research  
User Interface Design  
Wireframing

### Marketing

Advertising  
Brand Development  
Social Media Engagement

### Interpersonal Skills

Communication  
Critical Thinking  
Team Collaboration  
Time & Project Management

## INTERESTS



Photography



Movies



Desserts



Crafting

## WORK EXPERIENCE (CONT'D)

Twisted Design and Print Media

May 2017 - Mar 2018

### Graphic Designer & Customer Service

- Consult with client on their design, print, and digital needs & make recommendations on products to meet their demands
- Create designs based on client's need including both print and digital assets
- Design company deliverables such as brochures, flyers, email campaigns, banners and signs
- Create product mockups or templates
- Answering phone calls for products inquiry
- Organize and sort out orders for pick up and payment
- Maintain company's social account and make updates on product promotions and company events

## FREELANCE PROJECTS

Banner Bags @ Enactus SFU

2015 - 2016

### Graphic Designer

Banner Bags is a program that educate youth on how to maintain the world in a more environmentally friendly way. As the graphic designer of the program, I was responsible for designing social materials such as banners, presentation slides, brochures as well as other promotional collaterals.

Kickstarter Campaign at Shield-X Technology Inc.

Sept 2015 - Feb 2016

### Communications Coordinator

Shield-X Technology Inc. is a Vancouver based developer and manufacturer of impact-diverting technology. Their known product BrainShield was designed to enhance helmet performance by reducing the chances of head injuries and avoid concussion during sport activities. Me and a group of teammate helped kickstart this product by producing a introduction video of the product and designed marketing materials such as graphics and animated GIFs.