

# KATHY LAM

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## PROFESSIONAL EXPERIENCE

### Assistant Designer

HarperCollins Publishers Children's Books | *Apr. 2021 - Present*

- Design print-ready jackets and interiors for middle grade and young adult novels and graphic novels, from manuscript to completion, according to printer's specifications
- Identify, hire, and art direct freelance artists while conveying editorial and author feedback under Art Directors' supervision
- Collaborate with Editorial, Managing Editorial, and Production via PDF workflow to meet print deadlines
- Support a 9-person Design team with administrative and design tasks including processing and archiving invoices and contracts, purchasing fonts, and creating presentation materials

### Copy Editor and Designer

Buddhist Tzu Chi Foundation, Dharma as Water Dept. | *Sept. 2019 - Dec. 2020*

- Designed and delivered print-ready book, ebook, and magazine files according to international printer's specifications
- Collaborated with artists to create quarterly illustrated music videos
- Coordinated and managed a team of 20 to complete book translations from Chinese to English

### Production Artist

Surterre Properties, Luxury Real Estate Brokerage | *Feb. 2019 - Aug. 2019*

- Designed marketing materials using Adobe Creative Suite: brochures, flyers, postcards, business cards, social media assets and collateral
- Color-calibrated and maintained in-house commercial printers daily

### Principal Graphic Designer

UCSD Sustainability Department | *Oct. 2017 - June 2018*

- Multitasked various design projects including logos, certificates, infographics, posters, and social media assets
- Collaborated with Program Coordinator and other interns to create design solutions for presentations and new programs

### Lead Graphic Designer

UCSD University Centers, Marketing & Programs | *Sept. 2016 - Oct. 2017*

- Spearheaded a high-profile 6-month project for the largest event of the year, "First Friday", involving all 18 departments
- Designed 200+ digital and print materials using Adobe Creative Suite: apparel, signage, logos, posters, social media assets, and collateral
- Collaborated with the Art Director, Program Coordinators, and Marketing team to develop engaging design concepts

## EDUCATION

### B.A. Speculative Design, Computing & Design Emphasis

University of California, San Diego

*Oct. 2014 - June 2018*

### Study Abroad

Yonsei University (Seoul, South Korea)

*June. 2016 - Aug. 2016*

## SKILLS

### Adobe Creative Suite



Illustrator



InDesign



Photoshop



Lightroom

### Microsoft Office Suite

### Photography

## LEADERSHIP

### President

Tzu Chi Collegiate Association at UCSD

*Oct. 2014 - June 2018*

- Produced digital and print materials for social media, to increase membership
- Programmed 20+ events per quarter: service events, fundraisers, cultural workshops, and meetings
- Documented 100+ activities through photos, videos & writing