

# PAULINA LAM

Graphic Designer

## CONTACT

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www.paulinalam.me

## EDUCATION

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*Certificate*

### **UX Academy Foundations**

Designlab

Completed Jan 2021

*Bachelor of Arts*

### **Studio Art**

The University of Texas at Austin

Completed Dec 2016

## TOOLS

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Adobe (XD, Photoshop, Illustrator, InDesign,

Premier Pro, After Effects)

Figma

WordPress

HTML & CSS

Camtasia

Asana

Jira

Wrike

## SKILLS

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Branding & Identity

Photography

UI Design

Wire-framing

Project Management

## WORK EXPERIENCE

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### **FastSpring** | January 2022 - Present

*Graphic Designer, Remote*

- Owned and evolved the brand identity and brand guidelines over time.
- Managed and provided feedback to creative agencies, contractors, and vendors.
- Redesigned the website to create an easy user experience and elevate the brand with new content which increased awareness by 63%.
- Established a project management process for quarterly campaigns involving multiple stakeholders to ensure timely deliverables.
- Collaborated with the Demand Generation and Content team to produce landing pages, ads, blog imagery, and illustrations.
- Partnered with Content team and Contractor to design templated social ads and videos, which grew engagement by 6%.

### **Webgility** | December 2020 - December 2021

*Graphic Designer, Remote*

- Refreshed the visual guidelines and worked closely with the Content Creation team to design engaging content which grew blog readership 3.5x over two quarters.
- Collaborated with the Content, Product Marketing, and Web Development team to ensure brand consistency between product, web and marketing.
- Led design of marketing campaigns for webinars, including landing page, email nurture, press release, and social ads.
- Designed email templates used for monthly newsletters, quarterly inbound campaigns and product launches.
- Delegated tasks to 3 members of the Web Development team to develop effective user interface/experience mock-ups on web and mobile.
- Designed over 50+ branded icons, utilizing a simple and modern approach.

### **Hexagon PPM** | April 2018 - Dec 2020

*Junior Graphic Designer, Houston, TX*

- Collaborated with Marketing and Sales team to create animation videos used for product releases and events.
- Acted as Point-of-Contact designer for APAC region to ensure marketing collateral and social ad designs are aligned with the company's branding guidelines.
- Designed and ensure timely deliverables for Insight Magazine, a quarterly industry magazine sent out to our customers and 20,000+ employees.