



## Chloe Kam

1 (424) 309-4873  
sokamchy@gmail.com

Los Angeles, California

# kamchy.com

### Education

**Bachelors of Arts (Hons) Graphic Communication**  
Loughborough University | United Kingdom | 2015 - 2016

**Diploma in Design Communication**  
Lasalle College of the Arts | Singapore | 2012 - 2015

**BTEC National Award Diploma in Art & Design**  
South Island School | Hong Kong | 2009 - 2011

### Tools

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Adobe Premier Pro  
Adobe XD  
Sketch  
Figma  
InVision

### Languages

English  
Mandarin  
Cantonese

### Passion

Branding  
Illustration  
Wire Framing  
Web Design  
UI Design  
Concept Development

### Experience

#### Freelance Designer, Global

2015 - Present

- Consulted and Created in-house branding graphics for clientele from an array of industries including fashion, lifestyle, food and beverage, corporate and government services to enhance their visual identity through marketing and setting style guides to refine respective brands and products.
- Collaborated with clients to create vision, conceive designs, and consistently meet deadlines and requirements.
- Sourcing, compositing, and retouching images for print and web.
- Designed print collatorals (business cards, pamphlets, editorials etc) as well as social media (Facebook, Instagram posts and stories) advertisements for marketing purposes.

#### Design Lead, Hong Kong

YBEX Limited | Feb 2017 - July 2018

- Designed the company style guide outline, company's branding as well as pitch proposal decks with custom illustrations.
- Developed and illustrated all graphics, website design and interactive media with product team from concept to hand-off of final files for digital development.
- Worked independently and collaboratively with team members to develop UI/UX workflow and design for in-house developers to execute designs into code.
- Created visual concepts and user journeys for product launches and features.
- Worked alongside marketing team to help develop, generate and execute growth ideas on content strategy through online growth and partnerships with other brands.
- Strategized and implemented bilingual (Mandarin, Cantonese and English) content for all marketing communications on Facebook and Instagram
- Managed multiple projects at any given time, and supervise from concept development to execution within a fast-paced environment.

#### Graphic Designer, Hong Kong

Lane Crawford | Sep 2016 - Jan 2017

- Collaborated with all members of the Art team and the Brand Marketing, Media & Communications team.
- Designed and handled in-house graphics and output invitations, in-store signages, e-mails, event graphics, online ad banners and social media assets.
- Cooperate closely with the Digital team and Marketing team to align and evoke creative synergy amongst online and in-store experiences.
- Worked with artists to ensure standards are met across all platforms as well as marketing communications team in China.