



Hi. I'm Kelly Lam

I am a **Graphic designer** with 10 years of experiences in graphic design, including a demonstrated history in the Food and Beverage industry. Also, a passionate illustrator.

Contact

 kaytelier.shop@gmail.com

 Singapore

 www.kaytelier.com

 www.behance.net/kaytelier

Skills

Photoshop	★★★★★
Illustrator	★★★★★
Indesign	★★★★★
Premiere Pro	★★★★★
After Effect	★★★★★
Lightroom	★★★★★
Photography	★★★★★
Procreate	★★★★★
Blender	★★★★★

Language

Able to speak and write fluent

- English
- Mandarin

Work Experience

Senior Graphic Designer

OCT 2018-present
IRON CHEF F&B PTE LTD

Job Scope:

- Team Lead
Leading a team of 3 to ensure consistent quality in artwork.
- Conceptualize, Design, Layout & Illustrate for all brands collateral.
Brand includes COLLIN'S® Singapore, COMMON GRILL, COLLIN'S® Regional, Elfuego, El Carbon, Foodloft and any brand under SF Group.
- Liaise with Vendors/Printers
Sending artworks out for print and to ensure prints are delivered on time.
- Food Photography
 - Basic Food Photography for new food item or promotion.
 - To oversee and is part of the team who arranges for all in-house photoshoot under all brands.
 - To ensure direction of food photography is according to brief.

Graphic Designer

JUNE 2018- SEPTEMBER 2018
AMARA HOTEL & RESORT

Job Scope:

- Conceptualize, Design, Layout & Illustrate for all collateral.
- Liaise with Vendors/Printers
Sending artworks out for print and to ensure prints are delivered on time.
- Food Photography
- Updating of In-room Devices
Updating In-room dining ordering devices (Butlerpad) & Promotions on Television within the hotel.

Senior Graphic Designer

JULY 2015- MAY 2018
MINISTRY OF FOOD PTE LTD

Job Scope:

- Managing & coordinate work flow of the design team of 3.
- Conceptualize, Design, Layout & Illustrate for all brands collateral.
Brand includes Lenas, MOF @ My Izakaya, Daessiksin, Tensho, Kaisentei, Social Square, Danro, Dolce Tokyo and Juhao etc
- Liaise with Vendors/Printers
- Food Photography

Graphic Designer

JULY 2013-JULY 2015
LAGOON EVENTS AND ENTERTAINMENT PTE LTD

Job Scope:

- Conceptualize, Design, Layout & Illustrate for events collateral.
Cilent includes Standard Chartered, People Association, Singhealth etc.
- Liaise with Cilent and vendors.
- Design and manage content for marketing collaterals, advertisement and social media.
- Coordinate and execution of events.



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Work Experience

DECEMBER 2012-APRIL 2013
EZIPRINT PTE LTD

Junior Graphic Designer

Job Scope:

- Conceptualize, Design, Layout & Illustrate for clients collateral.
- Liaise with Client
- Preparation of FA and Job sheets

Graphic Intern

MARCH 2011- JUNE 2011
SCRAWL STUDIOS PTE LTD

Job Scope:

- Illustrate for in-house comic 'The New Adventure of Nano boy'
- Illustrating and rendering for animation.
The Adventure of Little Nutbrown Hare (Guess How Much I Love You)

Education

2020-present
SINGAPORE UNIVERSITY OF SOCIAL SCIENCE
Bachelor Degree in Digital Media

2009-2012
REPUBLIC POLYTECHNIC
Diploma in New Media

2004-2008
BOWEN SECONDARY
GCE 'N' and 'O' Level

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