

Stay Positive

**Creativity vision create growth,
along with excitement & challenges
in business & life.**

**Innovative vision brings solutions to
clients, designer & marketer, advertister,
analyst, business developer,
strategist, salesperson ...**

Stay Humble

Be understanding



Understand client & their projects



Analyze based on Strength, Weakness, Opportunity & Threat



Research in visual trends & strategy



Mind map, brainstorming & providing suggestions



Art direction & Sketches / concept / design / visualize



Refine the design outcome & polish it



Detailed observations

Cover Letter

Dear team,

A good assistant is all about learning and being positive, my experience in work is creative, design, marketing and services. In my period of worklife, I am simply focus and understanding, willing to listen, no matter in agency, chinese medical center, Food and beverage, or youth center. It is all about people.

Personally belief in learning, and willing to work hard, and stay respectful. Understanding what the market needs and how to help my team is important to me. Staying humble and learning to become selfless. Often put my client and team first. To deliver joy and peace at work, because it is important.

For example, while working at advertising agency, design house or in house, always listen to both my teammates and client, help conduct research, development and try my best to deliever a positive outcome. In Food and berverage business and retail Sales, it is about listening to the customers, respect their behaviour, understand the product to assist them and help create sales or a new conection. And while working in Youth center, being respectful and a good listener, along with our team social worker to help people with our resources and rules. And in Chinese medical center, understand that we all are suffering in pain and sickness, to help the patient and following Dr guide and order is very important to heal one person, or help them feel better and relaxe. Give them hope.

While at work, it is important to stay focus, be understanding, always studying and helping in research for each party to stay on track and functional. Please let me know how can I help you, what is the issue and I will do my best to assist your team to help you. Create positivity and try my best to help. Have an issue? Lets create a solution.

Sincerely,

Walter Lam

Respect and thank you

Full Time

Part Time

Education

Creative / Health

Now | **Cardinalpoints** ----- Associate Art Director
1/2018 | cardinalpoints.com.hk

12/2017 | **Yushan** ----- Associate Art Director
1/2017 | Yushan.hk

11/2016 | **RoseSportsHK** ----- Sport goods Sales
1/2015 | facebook.com/rosesportshk

11/2014 | **Piccolo Pizza & Bar** ----- Pizza waiter
1/2013 | piccoloconcepts.com/piccolo

12/2012 | **WorkCommunication** ---- Senior Art Director
1/2012 | workads.hk

12/2011 | **Crimson** ----- Associate Art Director
1/2011 | crimsonadv.com

12/2010 | **Bang** ----- Associate Art Director
6/2010 | bang.com.hk

5/2010 | **TDA** ----- Contract Junior Designer
1/2010 | tda.com.hk

12/2009 | **Ouch** ----- Junior Designer
1/2009 | ouch.com.hk

12/2010 | **ifa Limited** ----- Junior Designer
6/2008 | ifa.com.hk

9/2007 | **Ringo Tang** ----- Photography assistant
6/2007 | ringotang.com

10/2004 | **Youth Outreach** ----- Youth Assistant
1/2003 | https://www.yo.org.hk

11/2024 | **Tag. (dentsu)** ----- Digital Art Director
8/2024 | tagww.com/

11/2022 | **Ozaru Limited** --- Digital Marketing associate
2/2022 | ozaru.com

12/2019 | **DDB** ----- Art director
9/2019 | ddb.com.hk

6/2019 | **Raffles School of Design** ----- Lecture
10/2018 | raffles.edu.hk

3/2015 | **明醫診所治療中心** ----- 診所助理
1/2015 | http://www.minge.hk/

12/2011 | **Joyce** ----- Assistant Visual Merchandiser
1/2010 | joyce

6/2011 | **HKU - Music Dep** ----- Project Designer
1/2009 | music.hku.hk

Future plan | **University for the Creative Arts (Top Up)**
MA, Design Innovation & Brand Management (HKMA)

6/2010 | **University of Sunderland (Top Up)**
9/2009 | BD, Graphic Design (Poly U)

6/2008 | **Open University**
9/2007 | Certificate, Radio hosting and program production

6/2007 | **Kwun Tong Vocational Training Centre**
9/2006 | Advanced Diploma, Illustration & Graphic Design

6/2006 | **Caritas Bianchi College of Careers**
9/2004 | BTEC Diploma, Graphic Design

6/2003 | **Kardinia International College**
9/2001 | High school

Now | **佛教華夏中醫學院**
9/2017 | 中醫基礎證書 (中醫基礎理論, 經絡學, 養生學, 針灸學, 筋傷學...)

12/2014 | **香港中華經筋醫學院**
6/2014 | 經筋療法班 (聽講證書)

12/2014 | **HKFTU SPARE TIME STUDY CENTRE**
6/2014 | 中醫骨傷初階

11/2004 | **Billy D'Jen Workshop**
9/2004 | 面相解碼心理學初班

📣 Advertising

🧠 Concept

📷 Photography

💻 Website

🎨 Design and Illustration

👁 Visual Merchandising

🗣 Marketing

🔍 Business research

01
/09

A hotel

Way finding & Branding

Visual identity design and idea for
HPA's A Hotel.

hpa

The main visual is inspired by art deco that representing the principles and graphic elements of luxury, royalty, upper class, and art, which creates a sense of foundation, from a simple original idea to a complex finishing.

▼ Scroll down

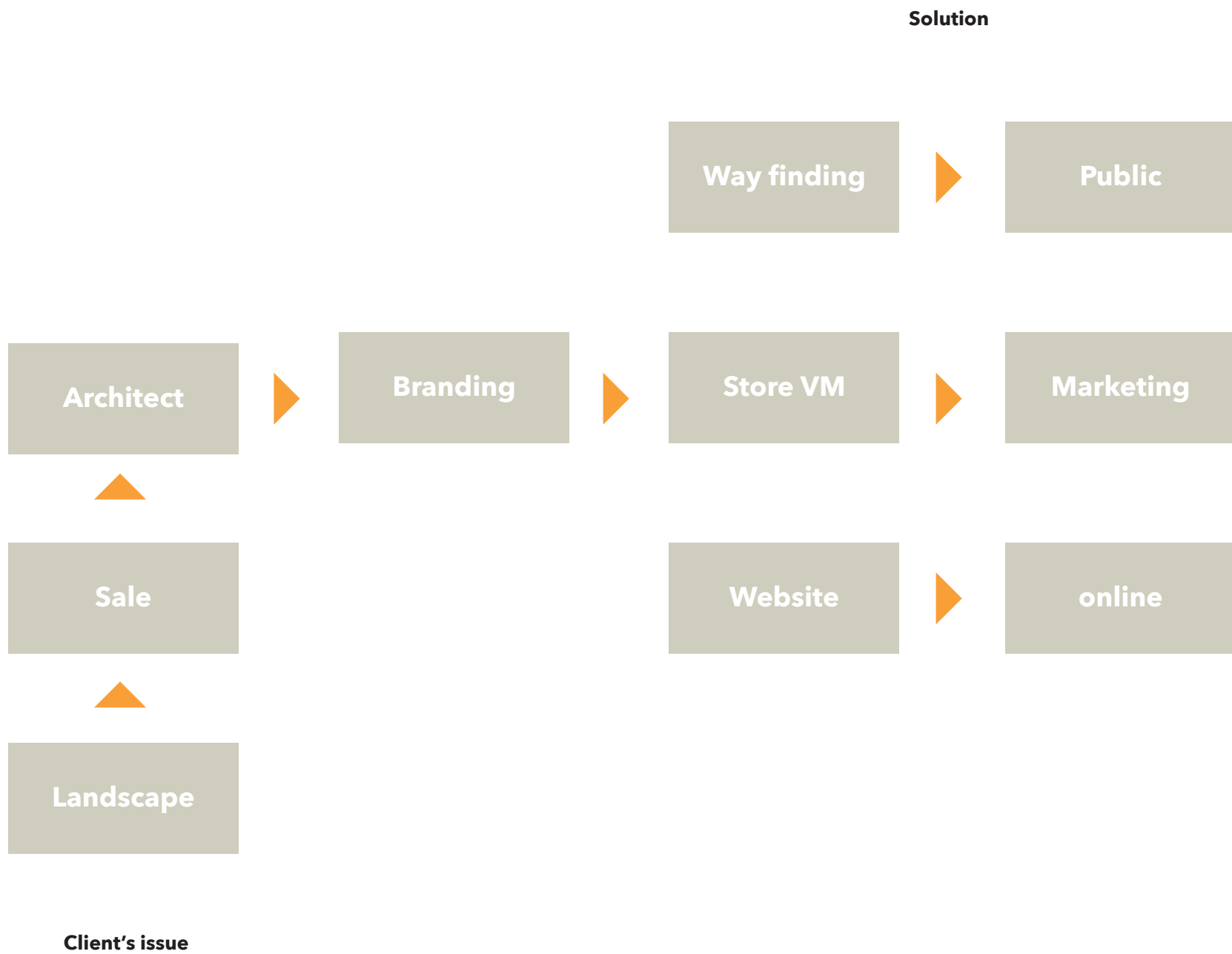
Reached people
600,000+

Time
3,285 hours

Projects :
180+

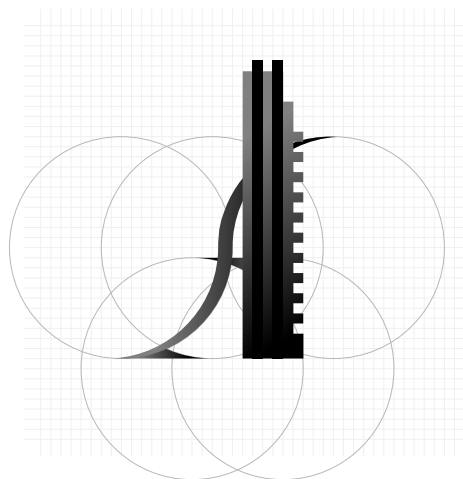
A hotel

01





A-Hotel



◀ Hotel silhouette +



+

A

■ PANTONE 461 C

■ PANTONE 7421 C

Version 1



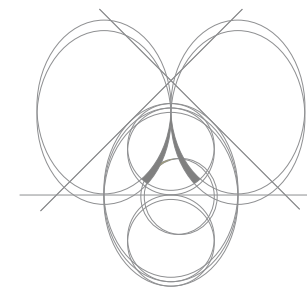
◀



+

A

Version 2



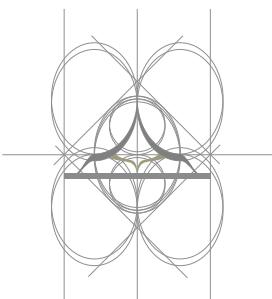
◀



Version 3



◀



◀



Version 4



◀



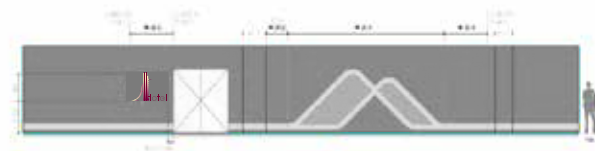
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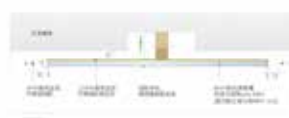
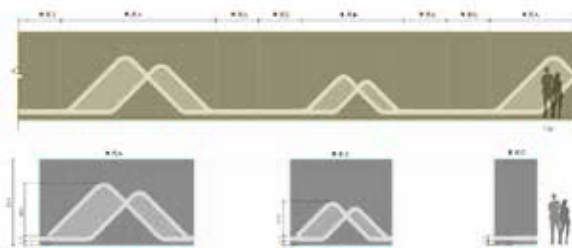
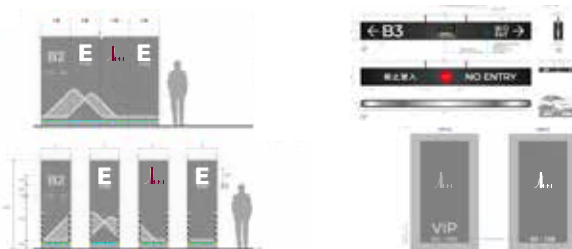
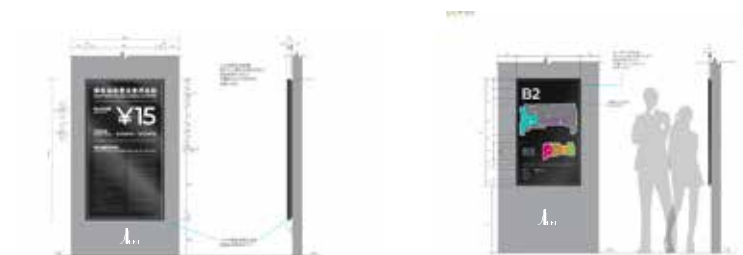
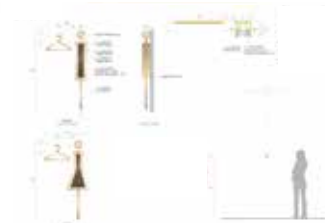
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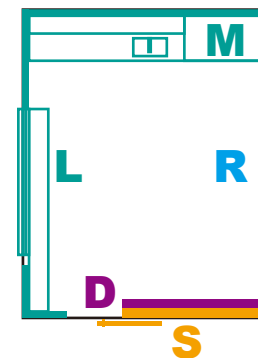
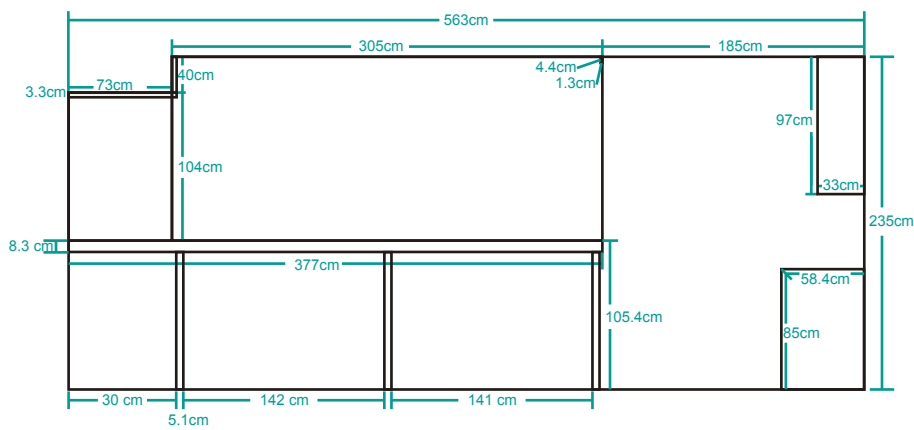
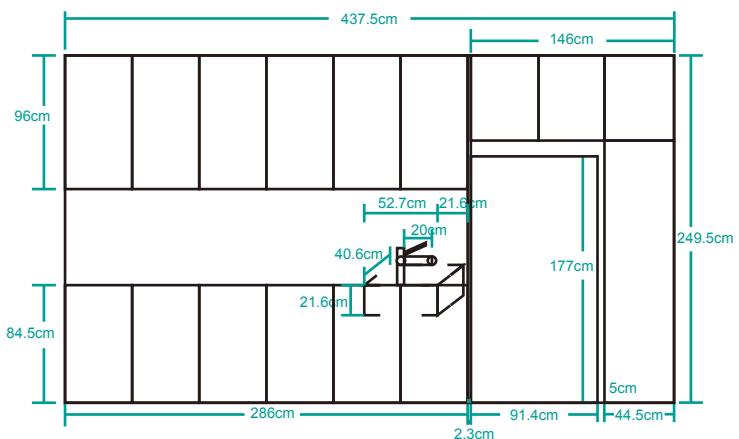


Version 5



三聯中學多媒體教室
經編中文字體

LIFT LOBBY
8847





02
/09

HKJC

Advertising

Story telling and Visual identity design for The Hong Kong Jockey Club



All these year with HKJC, it have been a blessing and very humble experience. They really respect creativity and care about the city they are in. In each visual have an idea, please enjoy.

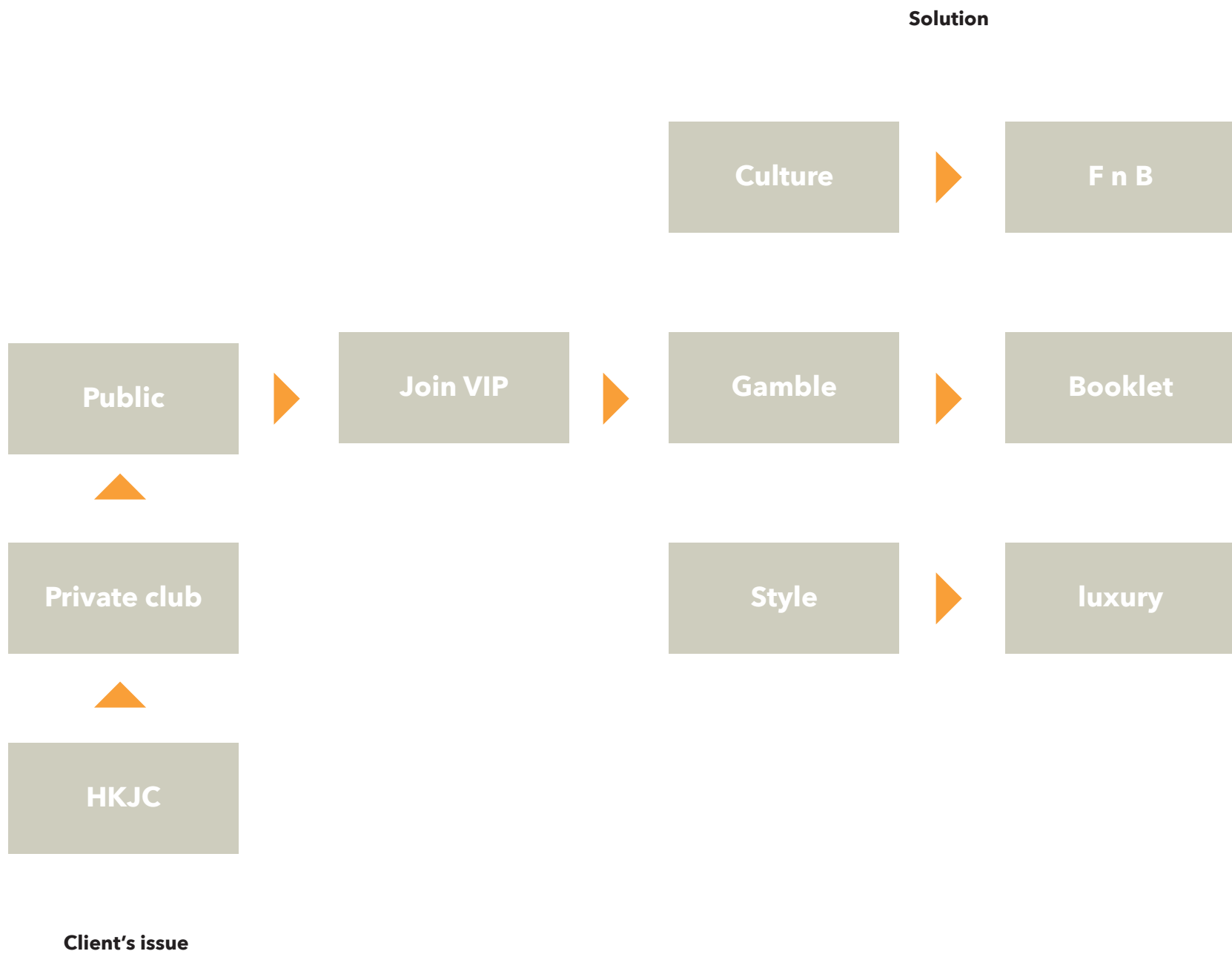
▼ Scroll down

Reached people
800+

Time
980 Hours

Projects:
6+









=



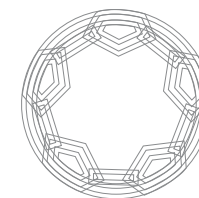
KICK OFF



KICK OFF



Football



C:005 M:025 Y:255 K:000

Version 1



Version 2



2021-2022

Version 3



Version 4



Version 5



Version 1



Version 2

03
/09

Yi Fang

Identity

Visual identity design for Food and beverage brand.

From logo to external visual is reference from chinese traditional culture and value.

▼ Scroll down

Reached people

980,000+

Time

6,285 Hours

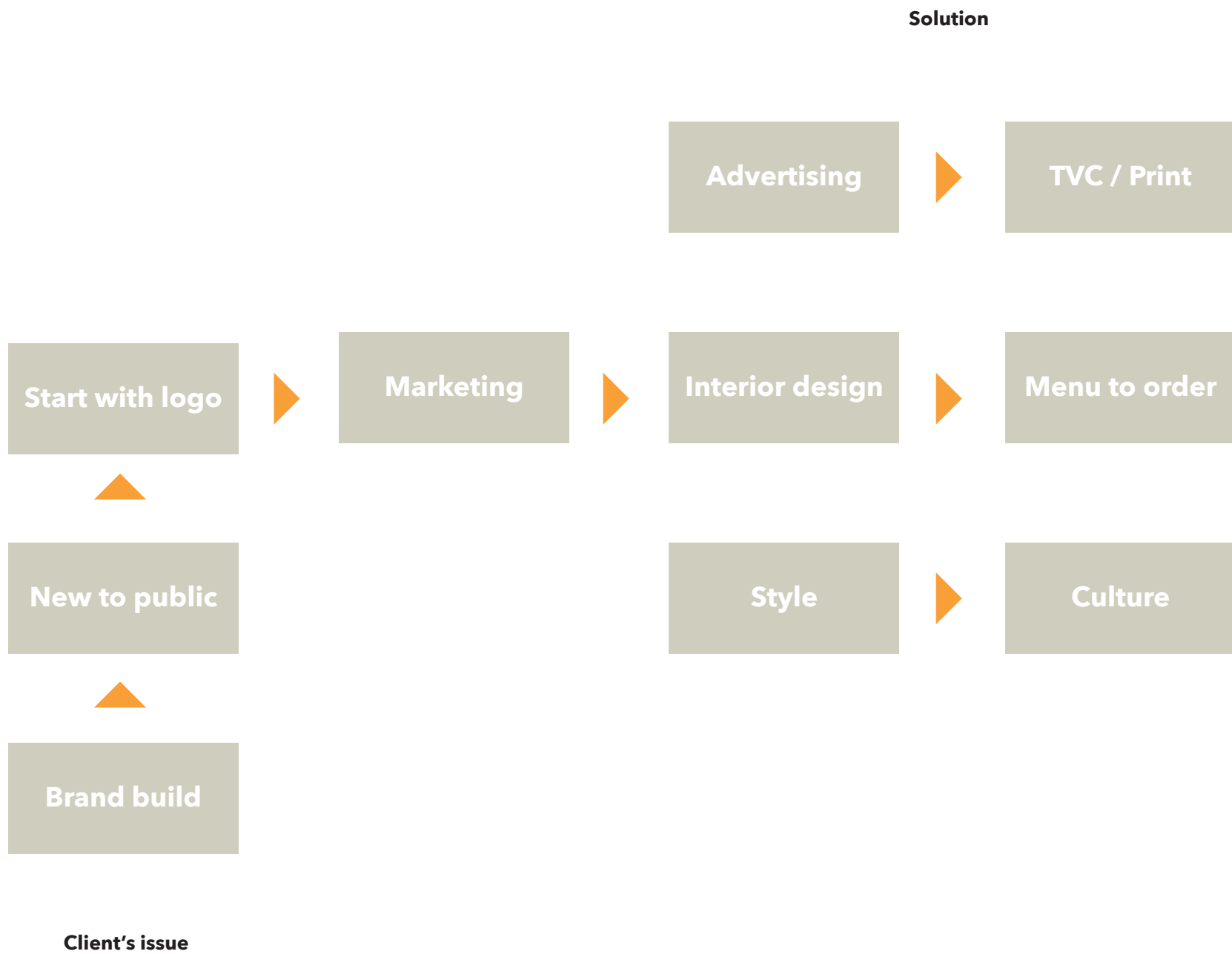
Projects:

3+



Y i F a n g

03



A-Hotel

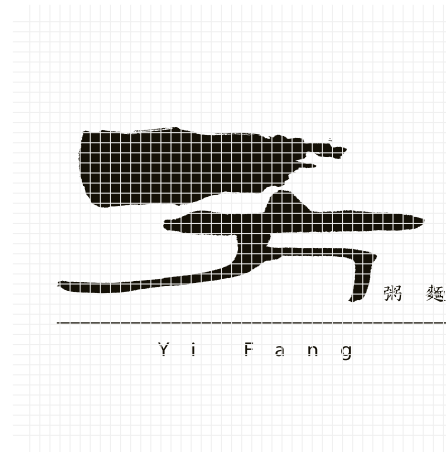
Sky

+

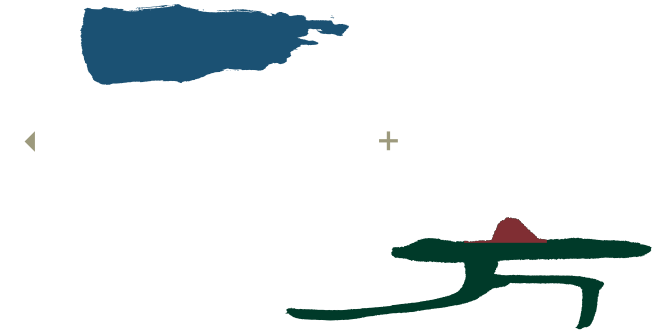
Sun rise



Y i F a n g



Y i F a n g



■ PANTONE 461 C

■ PANTONE 7421 C

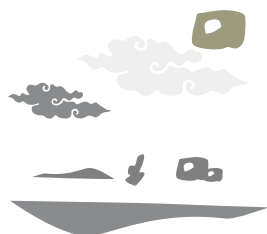
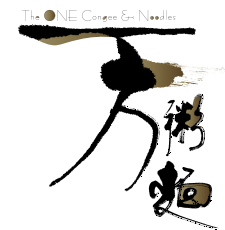
Version 1



Version 2



Sub brand Marketing



Version 3

Yi Fang


Project

#Build brand #Concept #Identity #Menu

04
/09

BOC

Branding

Visual identity design for Bank of China.  中國銀行
BANK OF CHINA

Help from concept, idea to their marketing media, advertorial design, advertising, booklet, hand bill and grid development.

✓ Scroll down

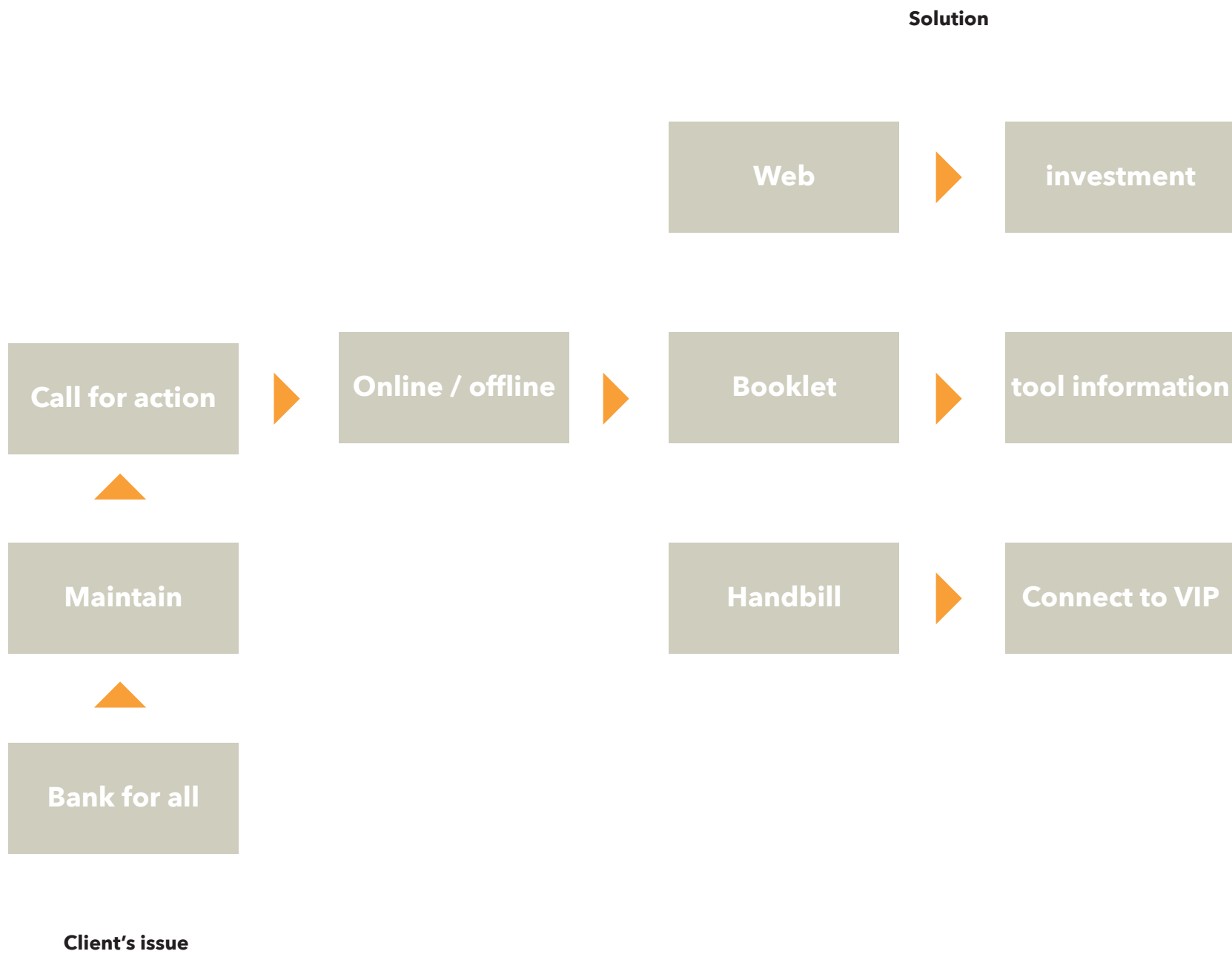
Reached people
3,980,000+

Time
98 Hours

Projects:
16+



04





05
/09

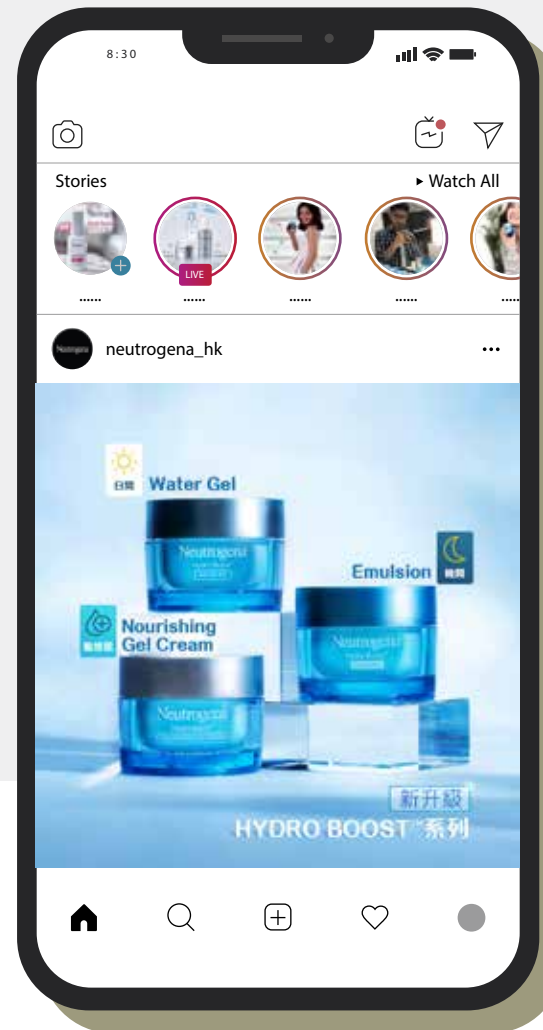
DDB

Social Media

Visual identity design for different client from DDB

After 9 year in creative field, finally joined in one of the best 4A advertising agency in HK. Helping them from concept, idea to their marketing media, advertorial design, advertising, website, social media, photo shooting, art direction and marketing idea.

✓ Scroll down



Reached people
988,000+

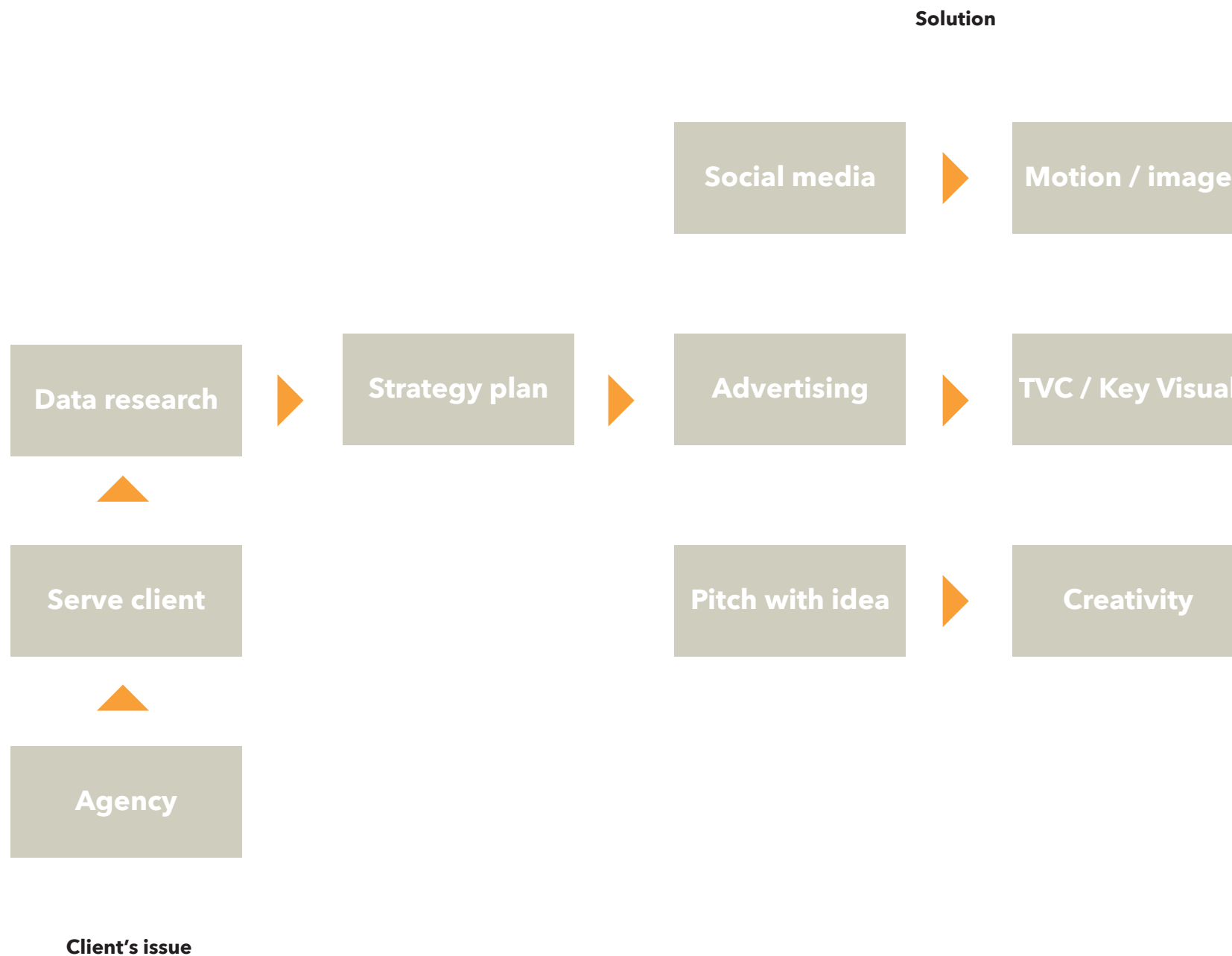
Time
9,285 Hours

Projects :
21+



Strategy

05



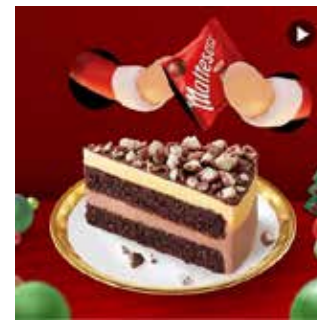
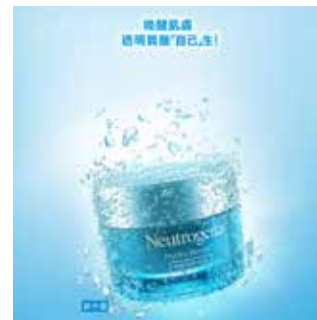


1 World Story #1
Environment



1 World Story #1
Environment







MEMBER REGISTRATION

*Mandatory

English Name* (Same name as on your ID / Passport)

Tai Man Chan

Chinese Name

Last Name First Name

Title*

Mr. Mrs. Ms/Miss

Birthday Month* Age*

December 30-35

Password*

Re-enter Password*

Remarks
Password must meet the following requirements:
- Between 8 and 12 characters (the first character must be an English letter)
- At least 1 uppercase letter
- At least 1 lowercase letter
- At least 1 number

Email*

lammobody@gmail.com

How to redeem YATA e-coupon*

XXXX XXXX XXXX XXXX

Terms & Conditions and Customer Data (Privacy) Policy

1. Lorem ipsum dolor sit amet, consectetur adipiscing elit. At eum nihil facit. Annulla enim sit necre sit, quis non kate
2. Lorem ipsum dolor sit amet, consectetur adipiscing elit. At eum nihil facit. Annulla enim sit necre sit, quis non kate
3. Lorem ipsum dolor sit amet, consectetur adipiscing elit. At eum nihil facit. Annulla enim sit necre sit, quis non kate

☒ I confirm that I have read carefully the "Use of personal data in direct marketing" section in the Personal Information Collection Statement and I understand how The Point by SHKP may use my personal data for direct marketing purpose and the scope of direct marketing. I agree to receive direct marketing information (including promotional activities, services and products) relating to The Point by SHKP through email, telephone, SMS and push notification.

☒ I confirm that I have read and understood the above Terms and Conditions, Privacy Policy Statement and Personal Information Collection Statement. I agree to be bound by such Terms and Conditions and consent to the uses specified in the Personal Information Collection Statement therein.

Reset Proceed

MEMBER REGISTRATION

*Mandatory

English Name* (Same name as on your ID / Passport)

Tai Man Chan

Chinese Name

六文 陳

Title*

Mr. Mrs. Ms/Miss

Birthday Month* Age*

December 30-35

Password*

Re-enter Password*

Remarks
Password must meet the following requirements:
- Between 8 and 12 characters (the first character must be an English letter)
- At least 1 uppercase letter
- At least 1 lowercase letter
- At least 1 number

Email*

lammobody@gmail.com

Choose applicable store of YATA e-coupon*

Please select

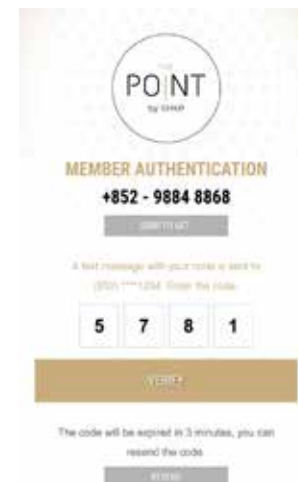
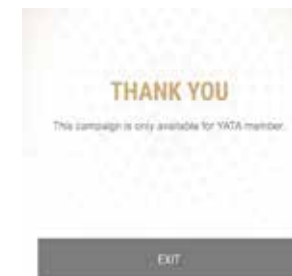
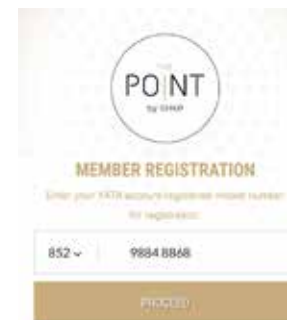
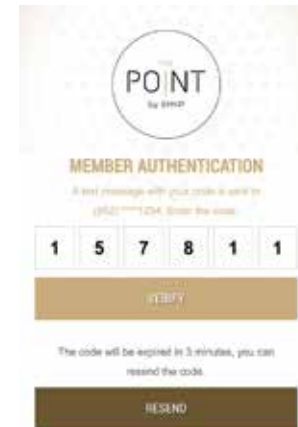
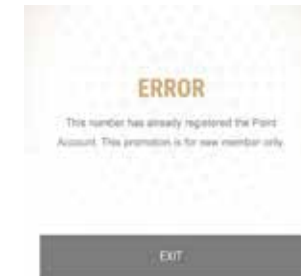
Terms & Conditions and Customer Data (Privacy) Policy

1. Lorem ipsum dolor sit amet, consectetur adipiscing elit. At eum nihil facit. Annulla enim sit necre sit, quis non kate
2. Lorem ipsum dolor sit amet, consectetur adipiscing elit. At eum nihil facit. Annulla enim sit necre sit, quis non kate
3. Lorem ipsum dolor sit amet, consectetur adipiscing elit. At eum nihil facit. Annulla enim sit necre sit, quis non kate

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☒ I confirm that I have read and understood the above Terms and Conditions, Privacy Policy Statement and Personal Information Collection Statement. I agree to be bound by such Terms and Conditions and consent to the uses specified in the Personal Information Collection Statement therein.

Reset Proceed



HAPPY

#Visual Merchandising #Video #Concept #Strategy #Project



06



Client's issue

Copy and Paste 

07
/09

Love Ring

Biz Strategy

Social Media design, Visual Merchandising Design, event, advertising design, strategy planning and idea development suggestion.

Diamond Ring Marketing, business development.

✓ Scroll down

➤ Please click :

Please Copy and paste,
view detail information
in Web browser.



<https://docs.google.com/presentation/d/193DkWLoePBRhswCTRZRJcVLs-yA4PhDCE48n9esEg9k/edit#slide=id>

Love Ring

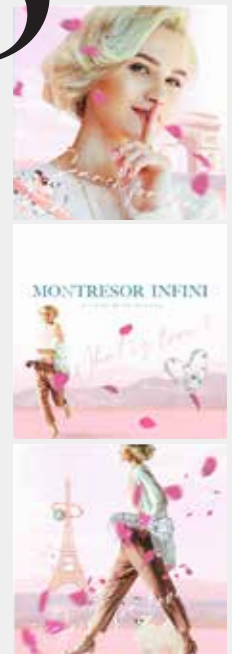
Project

#Visual Merchandising #Social Media #Market plan #Business Strategy

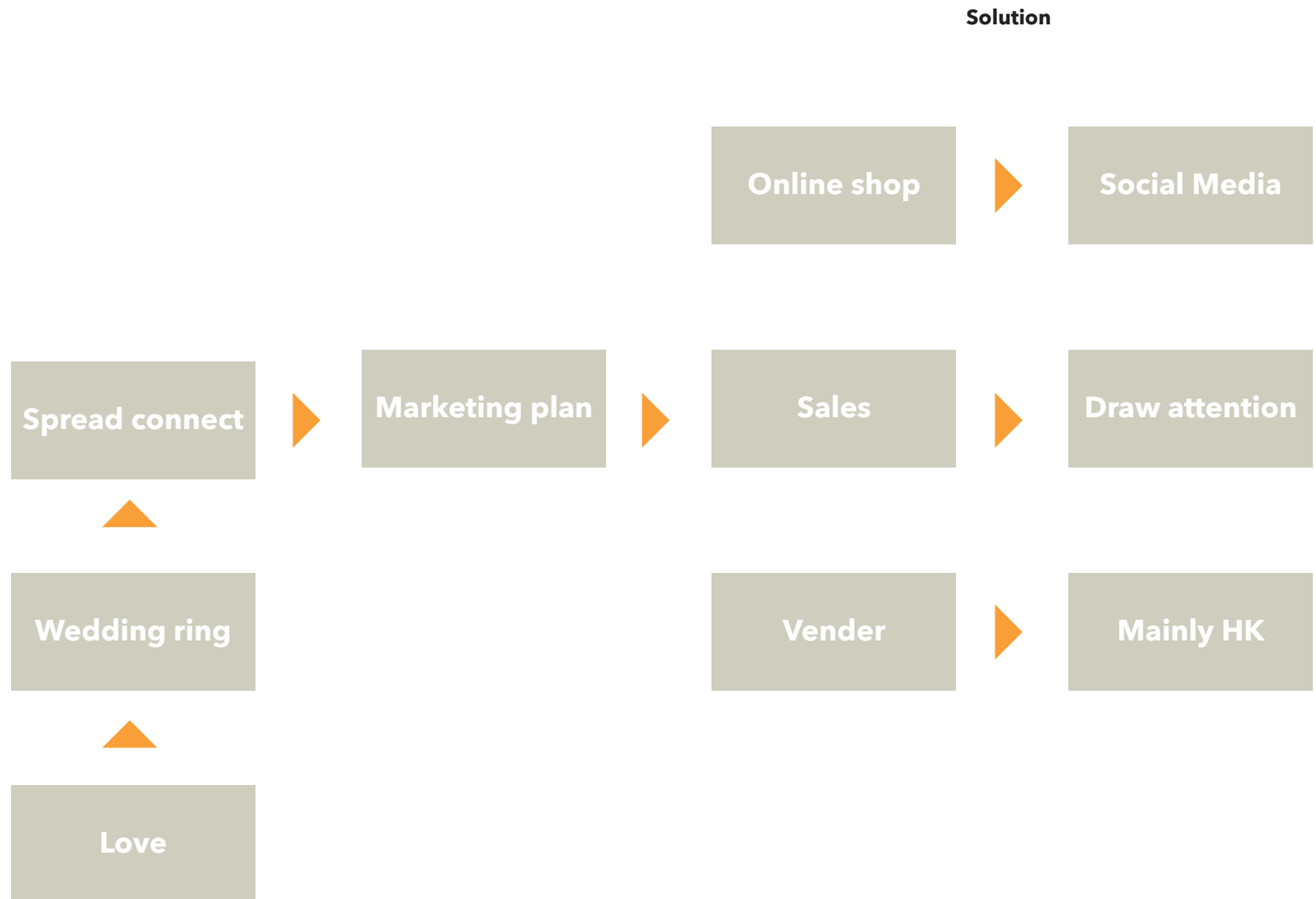
Reached people
8,000+

Time
9,386 hours

Projects
88+

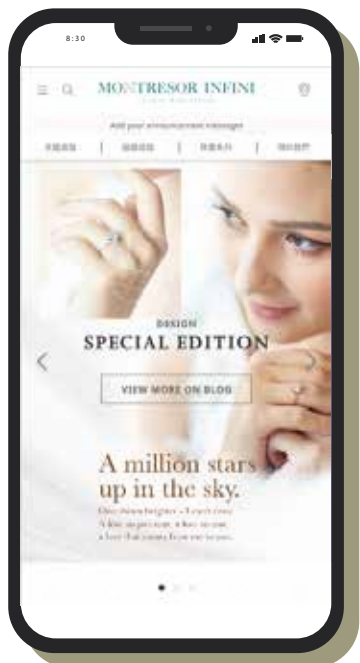
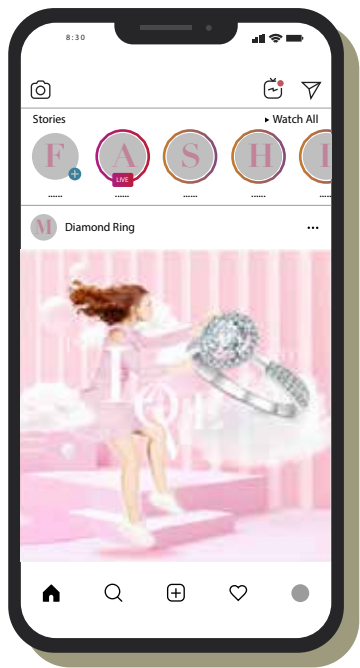


07



Client's issue

Copy and Paste ☒



08
/09

Projects

Promotions

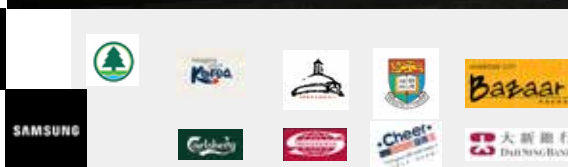
Visual Merchandising, print design,
brand identity design for different
client in the past 9 -12 year.

The first thing I focus in is visual,
than time by time, I understand that,
it is very important to create value
for the client, so I start to focus in
marketing and business idea

▼ Scroll down



JOYCE



Reached people
3,980,000+

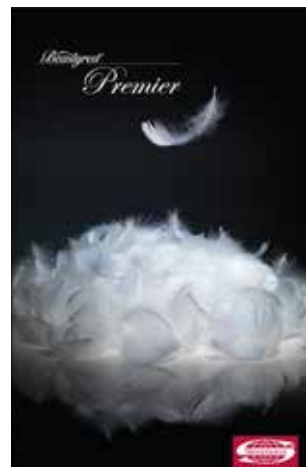
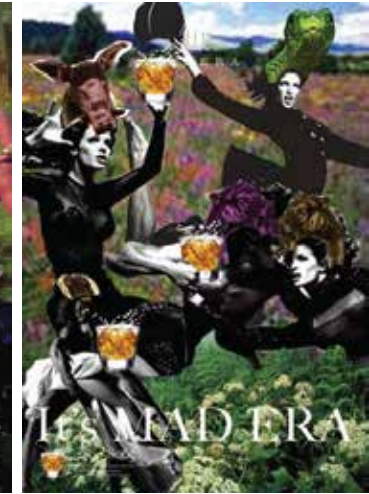
Time
8,275 Hours



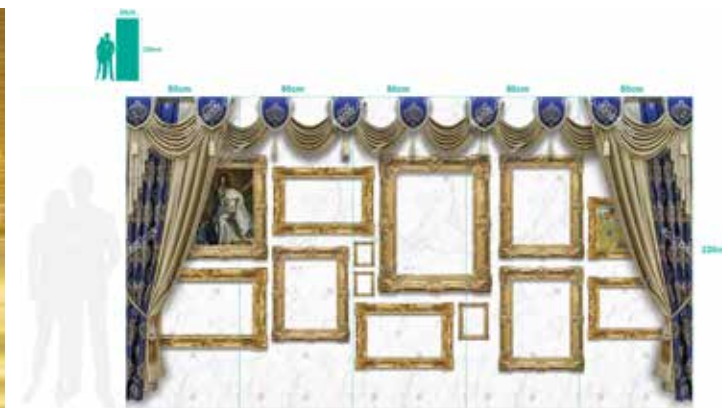
Projects :
17+

08



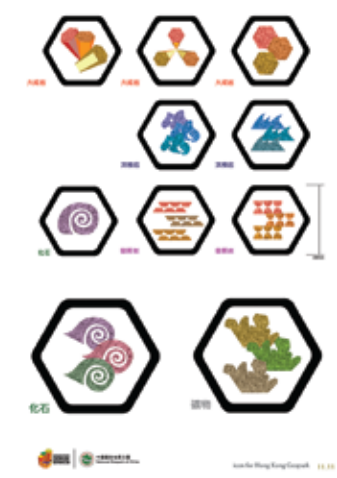
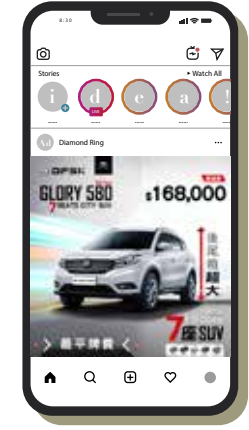








Concept 1
"Bring us closer"
bring together or into contact so that a real or notional link is established.
Arrow and direction, connection that you can see.



Game

Key Visual & Social media

An investment, a new movement that change the world. For investor, it is a new product, for the public it is an opportunities and a road to change their life.

Each game are targeting age 18-40, the creativity limite is no limite.

For me it is an online game, with story, visual and timeline.

✓ Scroll down

Reached people

673,430,080

Time

86,275 hours

Projects:

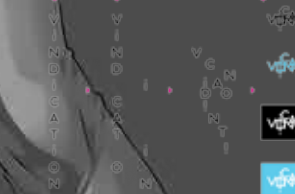
18+



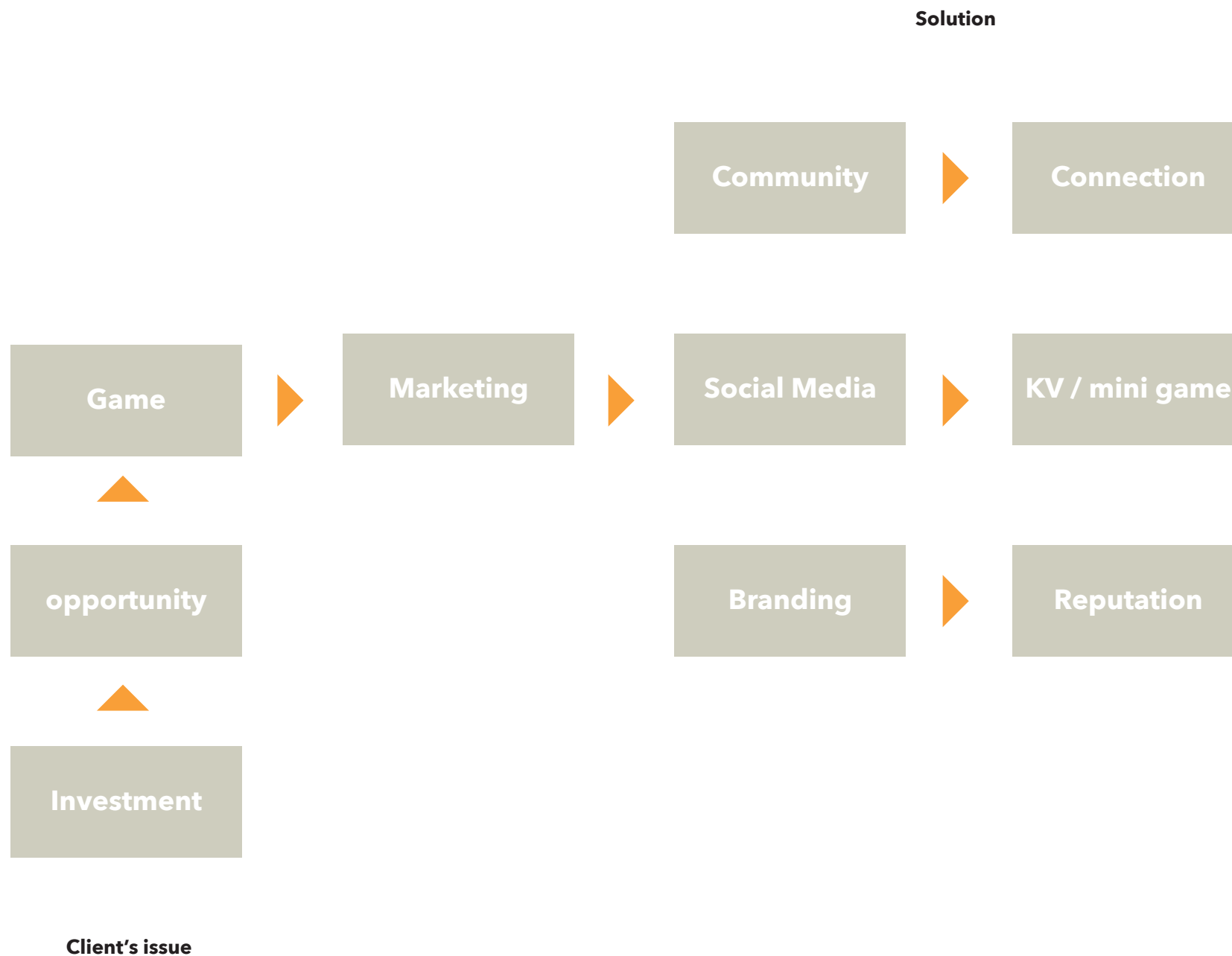
Vindication



VINDICATION



09





> https://docs.google.com/presentation/d/17wnzgq__qGmljcRxj31a-LtecsJ1AY6uy6zj645dj10/edit#slide=id.p



> https://docs.google.com/presentation/d/1LGiYiZRnWQ_HI2ZoEzzC47v49NzVgIjWxzX_UFipJJY/edit#slide=id.g12e4cf9979b_5_0



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日行一善

Thank
you

*I got this feeling inside my bones
It goes electric, wavey when
I turn it on
And if you want it,
inside your soul
Just open up your heart,
let music take control*

“ Can't Stop the Feeling! ”

Justin Timberlake & Max Martin

<https://www.youtube.com/watch?v=ru0K8uYEZWw> 

贈醫施藥