



# Chi Yin Britney Lam (Mistd)

Create engaging designs and content for brands | Art Director | Designer | Creative Producer | Social Media

London, UK

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

## Links

[LinkedIn](#)

## Languages

English (Fluent)

Japanese (Basic)

Cantonese (Native)

Mandarin (Fluent)

## About

Experienced Designer with years of proficiency in Retail, Art and Culture and Lifestyle brands. Adept in art direction, graphic design, content creation, and production. Demonstrated expertise in branding through defining art direction for campaigns, mastering content strategy, and leading visual creation. Experience in overseeing shoot production and collaborating with talents, contributing to content ranging from day-to-day social media posts to videos for international communication.

### BRANDS WORKED WITH

- Career Break
- K11 Concepts Limited
- communion w
- Akar Skin
- Native Union
- Gift Something
- University of the West of England
- UWE InnovEnterS

## Experience

### ● Lead Creative Producer

K11 Concepts Limited | Jan 2022 - Jun 2022

Skills: Adobe Creative Suite · Creative Conception · Mood Boards · Adobe Illustrator · Attention to Detail · Adobe InDesign · Post-Production · Teamwork · Video Editing · Problem Solving · Social Media Marketing · Project Management · Art Direction · Concept Development · Photo Shoots · Adobe Photoshop

### ● Senior Designer

K11 Concepts Limited | Nov 2020 - Jan 2022

Skills: Typography · Adobe Creative Suite · Photo Art Direction · Creative Conception · Mood Boards · Photography · Adobe Illustrator · Attention to Detail · Microsoft Office · Digital Marketing · Adobe InDesign · Post-Production · Teamwork · Video Editing · Social Media Marketing · Art Direction · Social Media · Concept Development · Studio Photography · Photo Shoots · E-Commerce · Adobe Photoshop

### ● Art Director

communion w | Sep 2020 - Nov 2020

### ● Creative Director

Akar Skin | Jul 2020 - Sep 2020

### ● Graphic Designer

Native Union | Sep 2017 - Jan 2020

### ● Graphic Designer

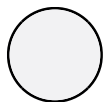
Gift Something | Oct 2015 - Aug 2017

### ● Student Ambassador

University of the West of England | Nov 2013 - Jun 2015

### ● Graphic Designer

UWE InnovEnterS | Sep 2013 - Sep 2014



## Education & Training

---

2012 - 2015 ● University of the West of England  
Graphic Design,