

Hi there, it's nice to meet you! I'm Cindy Tam.

I am a multimedia designer with a wide range of skills that include both graphic and motion design. I have designed wine labels, websites, logos, and business cards, as well as created layouts for case studies and newsletters. I believe in a growth mindset and am always eager to try new roles and learn new skills.

I have worked with groups like [SEDCOR](#), [Missing Middle Housing Fund](#), [Friends of Frog Ferry](#), and [Silver Stone & Cabinets](#).

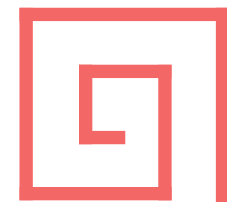
I graduated Oregon State University in Spring 2022 with a Bachelor's in Digital Communication Arts.



Click my logos to return here.

Contents

- Resume
- Dundee Community Committee
- SEDCOR
- Missing Middle Housing Fund
- Grana Electronics & Software
- Henna by Rashmi
- Friends of Frog Ferry
- Silver Stone & Cabinets



CINDY TAM



MULTIMEDIA DESIGNER

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WEBSITE: katkiddocreative.com

LOCATION: Corvallis, Oregon



LINKEDIN: linkedin.com/in/cindy-tam/

INSTAGRAM: instagram.com/katkiddocreative/

YOUTUBE: youtube.com/@katkiddocreative/

EXPERIENCE

SEDCOR | Graphic Designer (1/2024-Present)

- Composed wine label activities and illustrations
- Crafted informational materials for partner and public distribution
- Cooperated with the client and their partners on joint projects, often as a liaison

Missing Middle Housing Fund | Graphic Designer (3/2023-Present)

- Created illustrations and infographics for presentations
- Laid out and organized content from case studies into comprehensive documents
- Formatted materials quickly and accordingly when needs changed

Windstone Editions | 3D Artist, Product Photographer (1/2022-3/2023)

- 3D scanned sculptures to create detailed models
- Refined pieces utilizing a variety of techniques to fit requirements
- Revised files according to client feedback, overcoming new challenges

EXP Consulting | Graphic Designer (3/2021-Present)

- Designed graphics for promotional campaigns to increase community engagement
- Managed print logistics for flyers, cards, and stickers
- Oversaw multiple projects with tight deadlines

Friends of Frog Ferry | Graphic Designer (11/2020-Present)

- Planned layouts and created illustrations for a multitude of marketing projects
- Completed document and website edits with quick turnarounds
- Shot and edited photos from events for social media campaigns

Strategic Business Solutions | Digital Designer (7/2020-6/2022)

- Developed visual content in accordance with the company brand
- Organized information to create a clear and concise website and documents
- Corresponded with team members to perfect communication materials

Oregon State University | Design Assistant (10/2017-1/2021)

- Produced promotional materials for a range of university-sponsored events
- Communicated with clients to discuss expectations and deliverables
- Adhered to university branding guidelines

School of Motion: After Effects Kickstart Course (8/2023)

Oregon State University (2015–2022)
Bachelors of Science: Digital Communication Arts
Minor: Business & Entrepreneurship

EDUCATION / COURSEWORK

SKILLS

- Adobe Creative Cloud, Affinity Suite
- ZBrush
- WordPress, Squarespace
- Photography, videography
- Cantonese
- Fast learner, growth mindset





Timeline

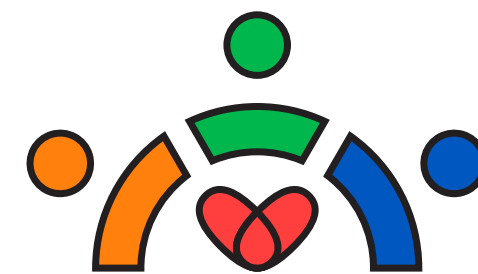
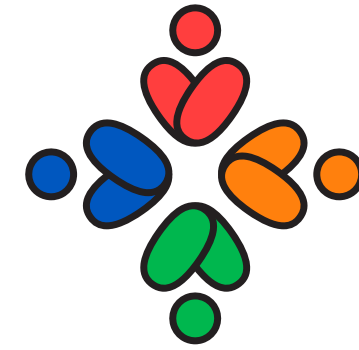
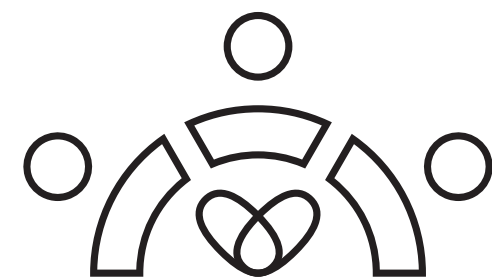
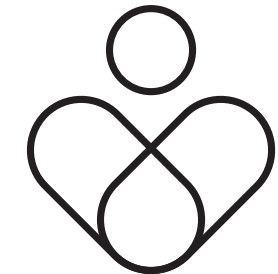
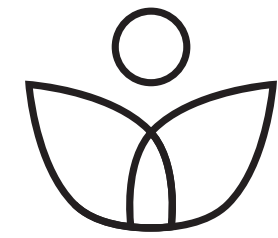
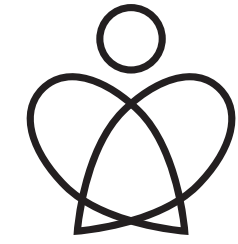
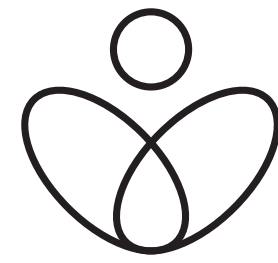
February 2024

Client

The Dundee Community Committee is a nonprofit organization whose purpose is to provide resources and activities that benefit children and families, while fostering a sense of community in Dundee.

Services

- Branding
 - Logo
 - Colors
 - Font



DUNDEE
COMMUNITY
COMMITTEE

DUNDEE
COMMUNITY
COMMITTEE

DUNDEE
COMMUNITY
COMMITTEE



Design by



Cindy Tam



Timeline

January 2024 - Present

Client

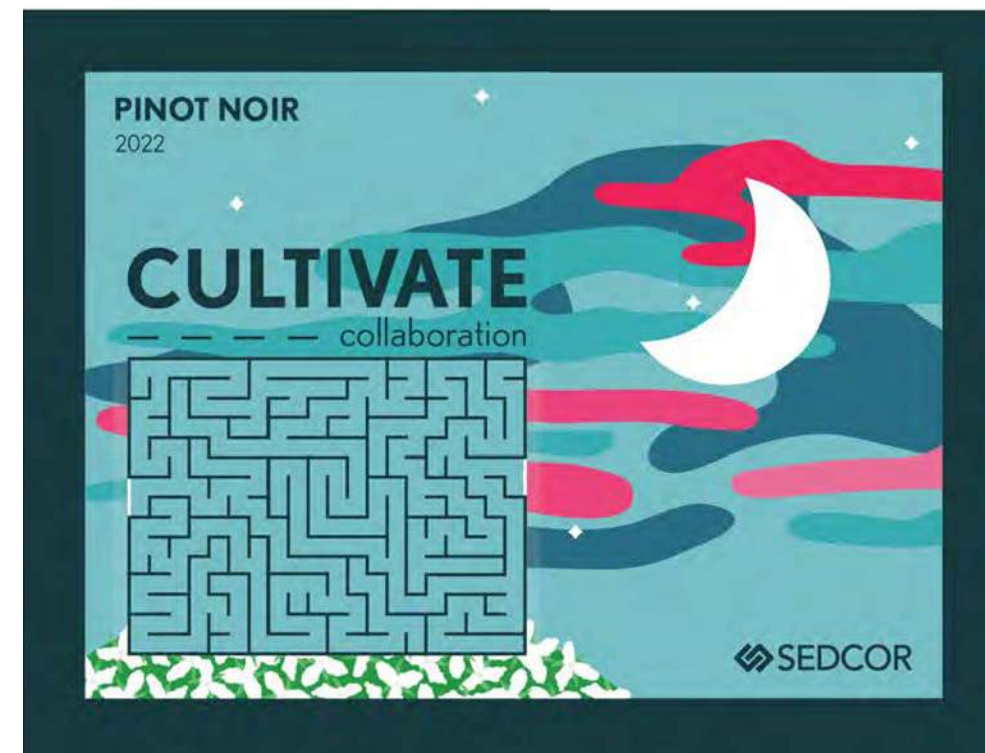
A Salem-based company that finds, creates, and cultivates economic opportunities in Oregon's Willamette Valley.

Services

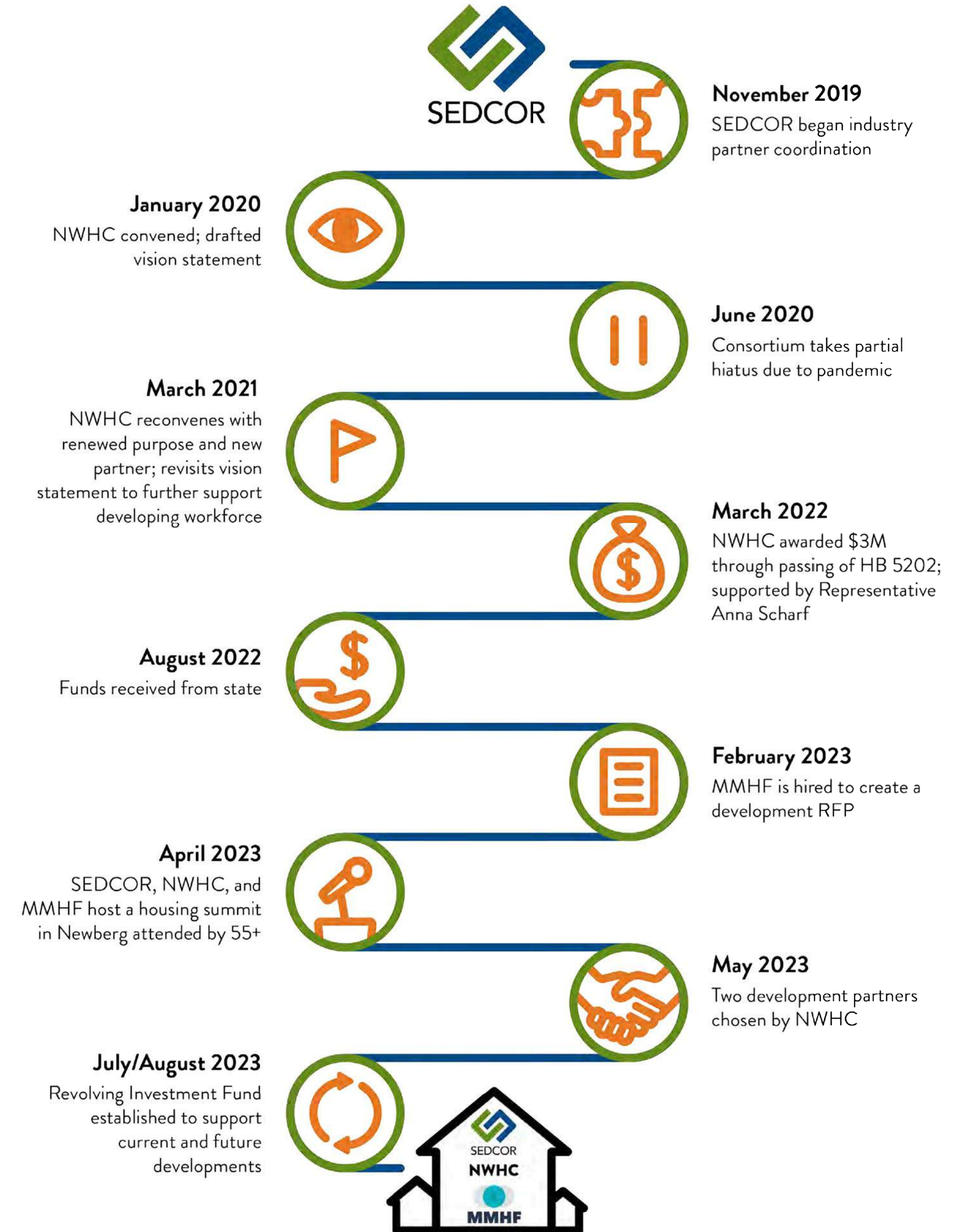
- Illustrations
- Layouts

Design by  Cindy Tam

Wine Labels



Case Study Timeline





Timeline

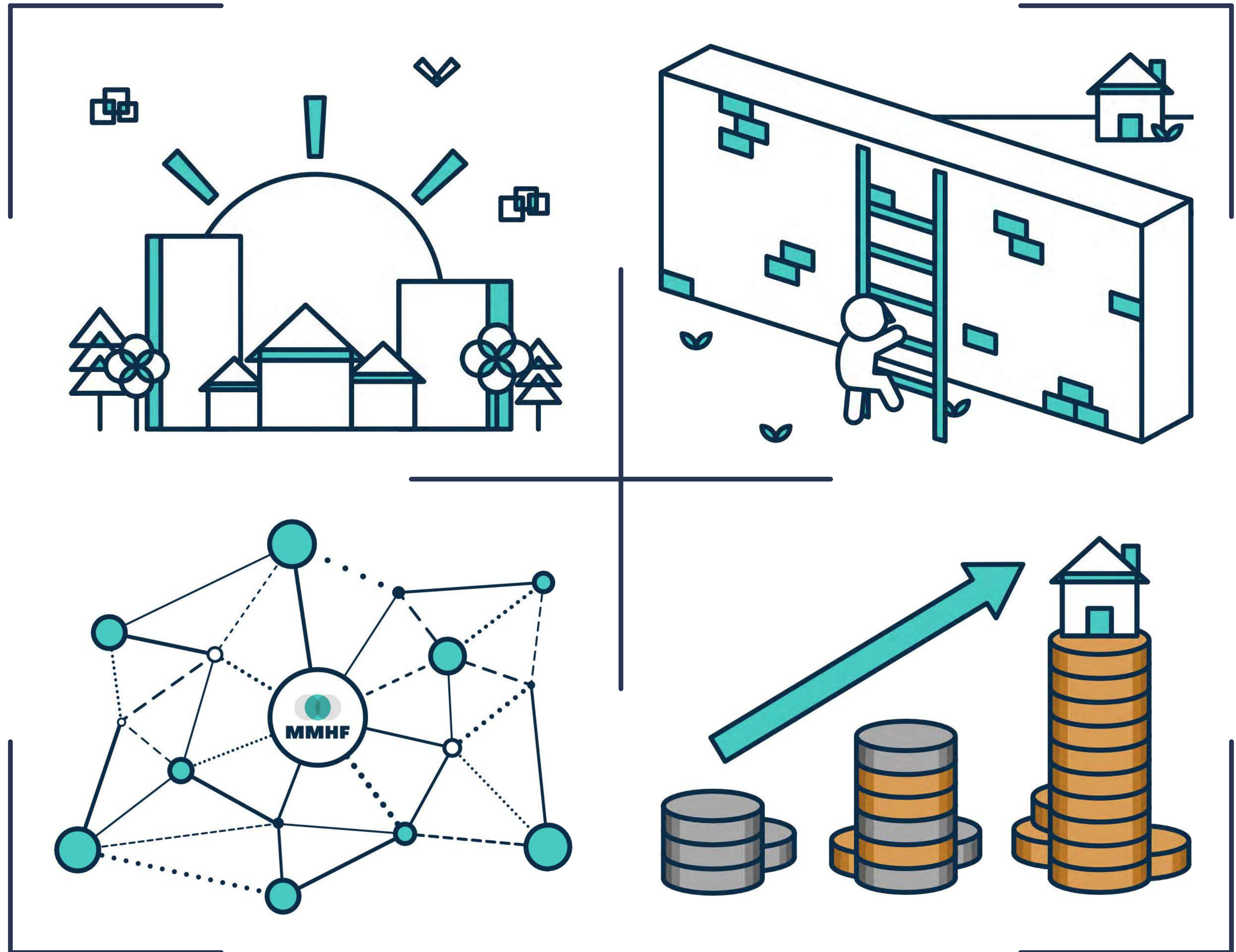
March 2023 - Present

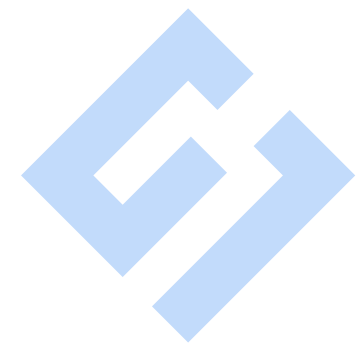
Client

A nonprofit organization in the Portland area that supports new workforce housing projects and the innovations that reduce the costs to build them at scale.

Services

- Illustrations





**Grana
Electronics &
Software**

Alternate:



**Grana
Electronics &
Software**

Timeline:

April 2023

Client:

An advanced electronics design and prototyping contractor.

Services:

- ◆ Branding
- ❖ Logo
- ❖ Colors
- ❖ Fonts

Font:

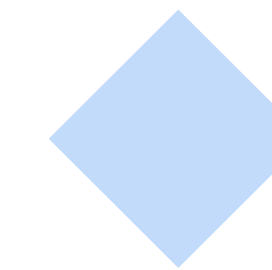
Audiowide

ABCDEFGHIJKLMNOPQRSTUVWXYZ

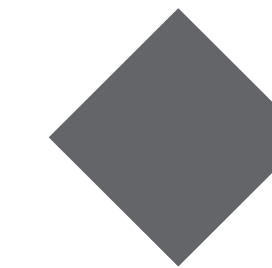
abcdefghijklmnopqrstuvwxyz

1234567890

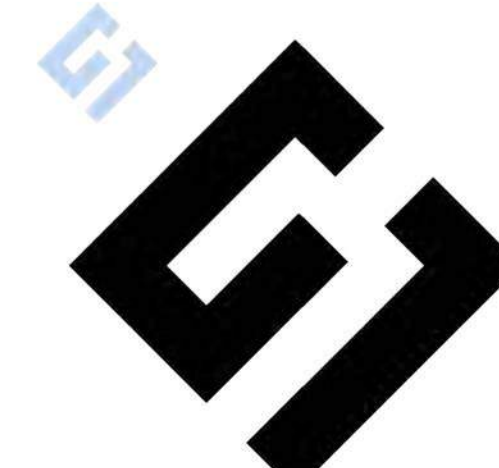
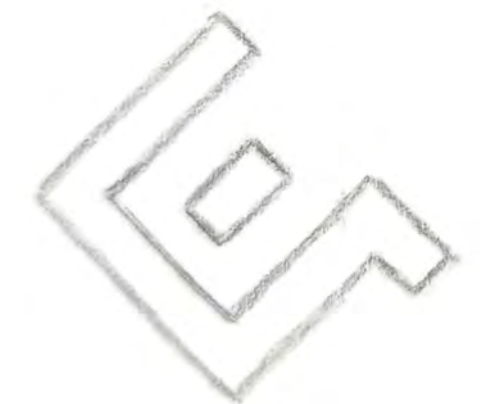
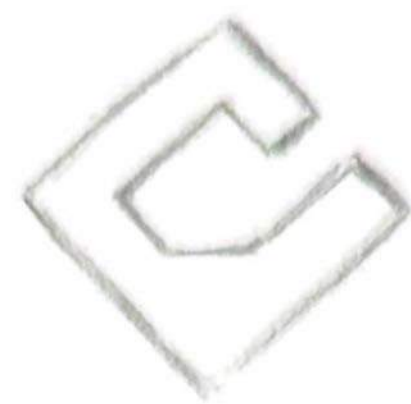
Colors:



HEX #8AB4F7
 RGB 138 180 247
 CMYK 42 22 0 0



HEX #202124
 RGB 32 33 36
 CMYK 72 67 62 72



Henna by Rashmi

Design by



Cindy Tam

Timeline

February 2023

Client

A local henna artist based in Portland, OR who has worked both small and large-scale events.

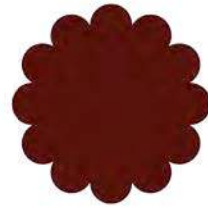
Services

- Banner Design
 - Colors
 - Fonts
 - Illustrations

Colors



HEX #F2CB7E
RGB 242 203 126
CMYK 0 16 48 5



HEX #57120B
RGB 87 18 11
CMYK 0 79 87 66



HEX #D2B25F
RGB 210 178 95
CMYK 0 15 55 18

Fonts

Berkshire Swash - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*()

Marko One - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*()



Henna Tattoos

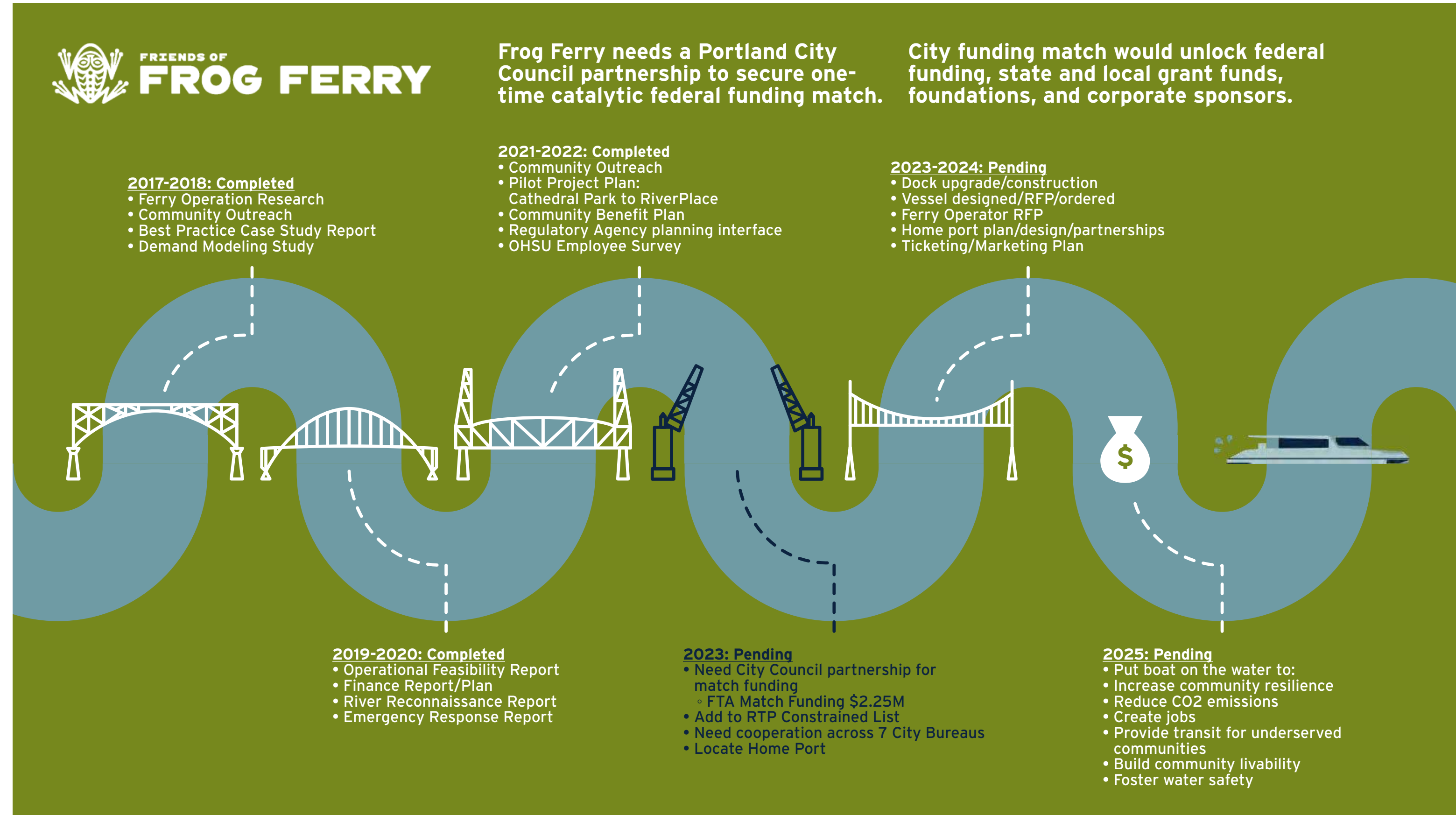


@henna_by_rashmi

Social Media Illustrations



Funding Match Infographic





Ferry Service Overview

Portland, OR to Vancouver, WA

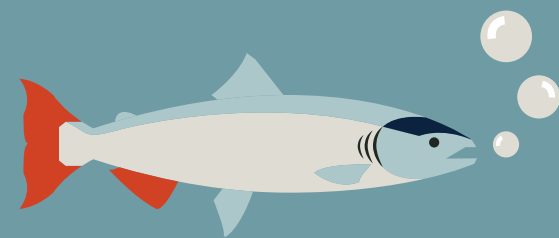
What is Frog Ferry?

Friends of Frog Ferry is a non-profit grassroots initiative to bring a world-class passenger ferry service to the Portland metro region. We have nine volunteer committees comprised of 200 industry experts, a transit savvy board, and more than 1,500 stakeholders and supporters.

We all know that an effective transportation system works best when there are multiple ways for people to get around efficiently. Studies show the operation is feasible and you can find results at frogferry.com/about/research/.

GOALS

- Reduce congestion
- Reduce greenhouse gas emissions
- Remove thousands of cars from the road every day
- Build resiliency and emergency response
- Enhance community livability
- Provides a low-cost means of connecting marginalized populations with jobs and services



Frog Ferry will provide up to seven 70-100 passenger commuter vessels with up to 9 stops between Oregon City and Vancouver, Washington (no cars, but with bicycle storage). The service schedule, time and stops will vary based on demand. Estimated commute time Vancouver to Salmon Street = 44 minutes.

How?

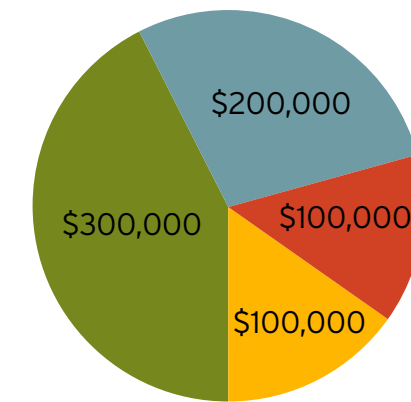
Cost for 7 vessels operating 5 days a week:

Startup capital construction cost (estimated 85% FTA funding) ----- \$40 million
 Annual Operational Subsidy ----- \$2.5 million
 Passenger capacity moved per year (based on 50% capacity) ----- 800,000

Funding

- Murdock Charitable Trust
- OR Dept of Transportation STIF Grant
- PBOT / City of Portland
- Individuals / Corporations

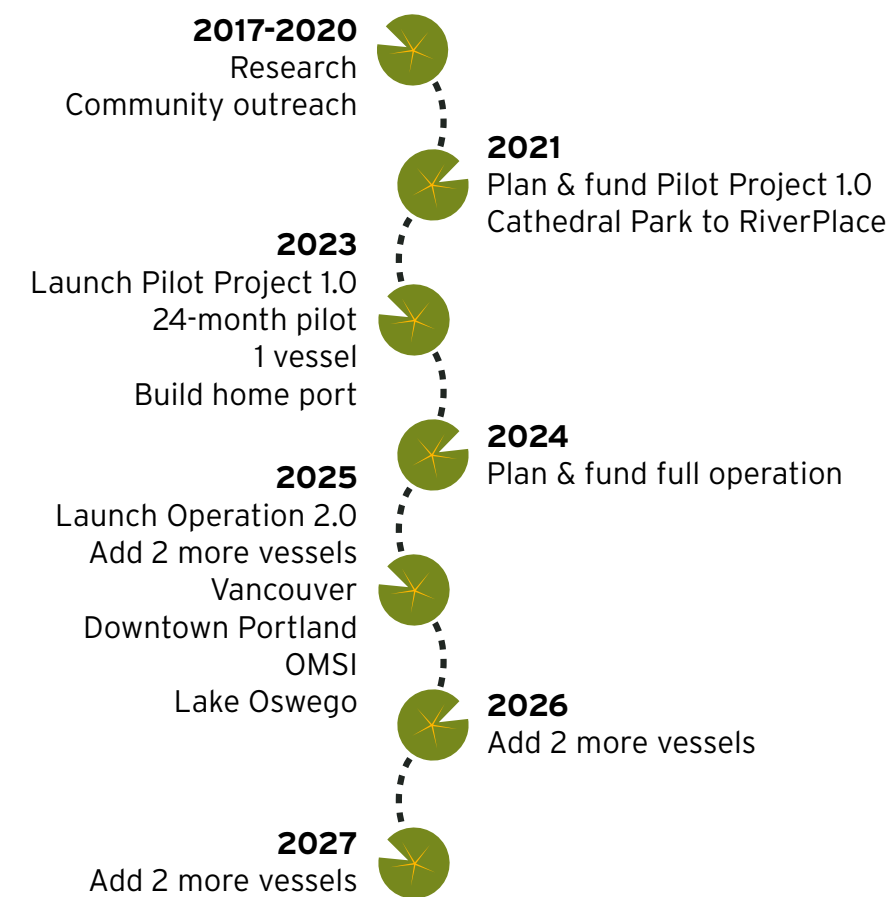
*Not shown, \$5.5 million in pro-bono contributions (as of Dec 2020)



Average Ticket Cost (estimated)
 \$5.00 Per Trip
 \$125.00 Monthly

When?

Timeline



Why?

People love ferries because they:

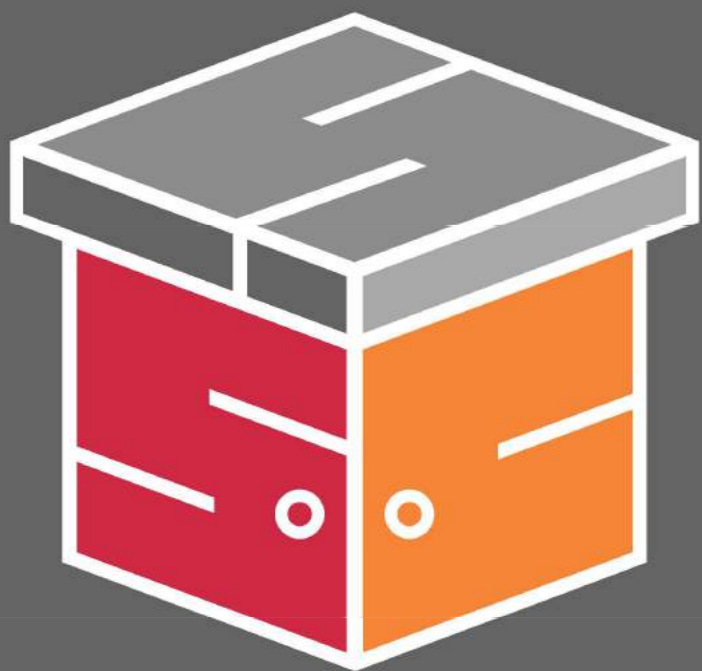
- Are reliable and safe
- Maximize valuable time when you leave your car behind while reducing greenhouse gas emissions
- Provide the ambiance of being on the river and seeing wildlife
- Have lower operating costs than other transit modes, saving money
- Help reduce stress and anxiety
- Have natural air circulation, which reduces airborne transmission of viruses



To learn more, go to frogferry.com and sign up for our quarterly newsletter.

OHSU Survey Graphics





SILVER STONE & CABINETS

TIMELINE July - September 2021

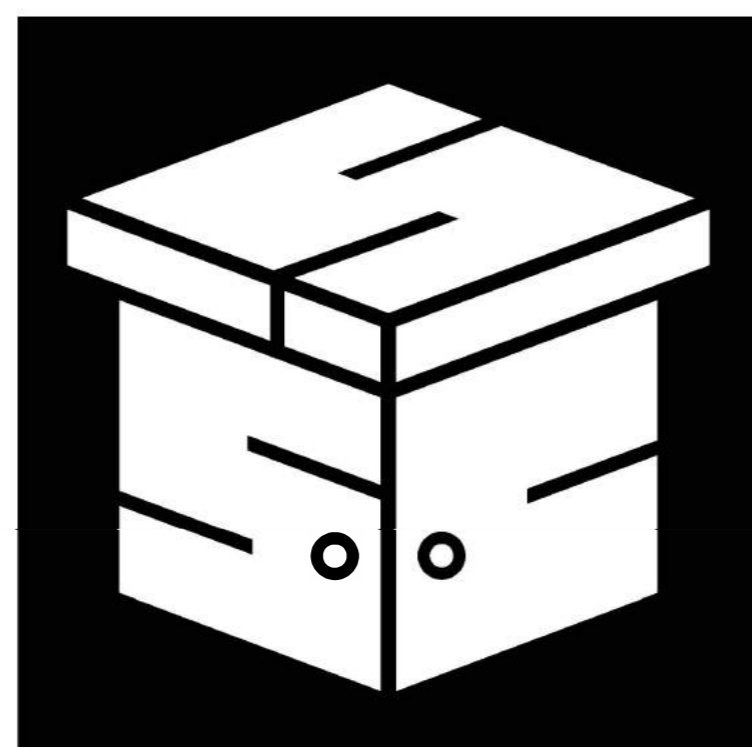
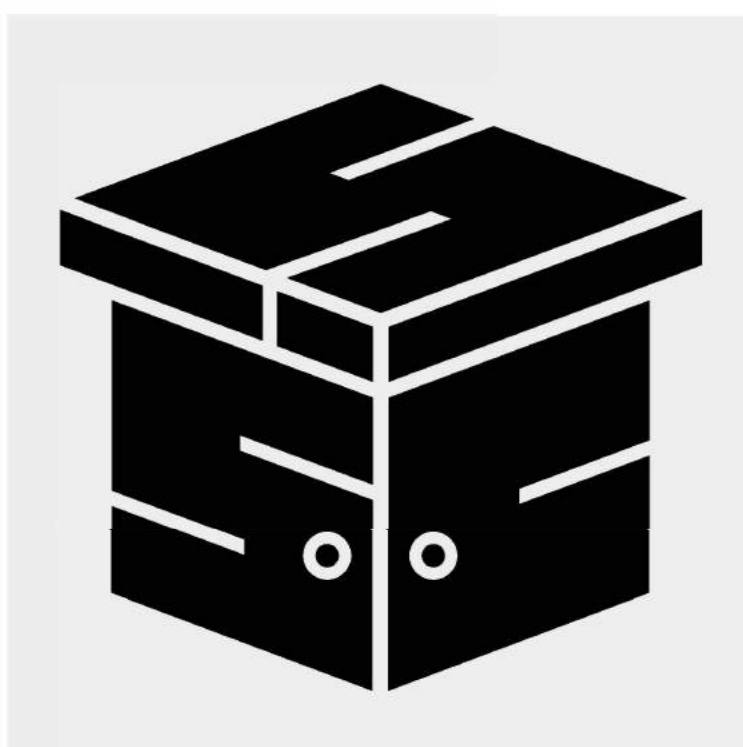
CLIENT

A small countertop and cabinet manufacturing and installation company based in Salem, OR. They are a well-established, local, and family-owned business with a large portfolio of completed projects. Branding should project reliability and sturdiness.

SERVICES

- Branding
- Fonts
- Colors
- Logos
- WordPress Website
- Business Cards

VARIATIONS



COLORS



Lucky Red

HEX #CE2844
RGB 206 40 68
CMYK 13 98 73 2

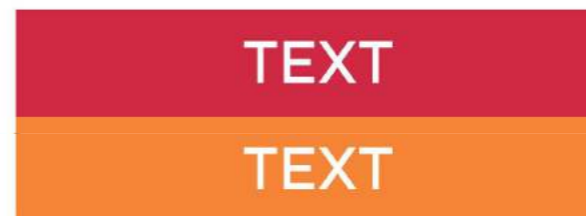
Mandarin Orange

HEX #F78537
RGB 247 133 55
CMYK 0 59 88 0



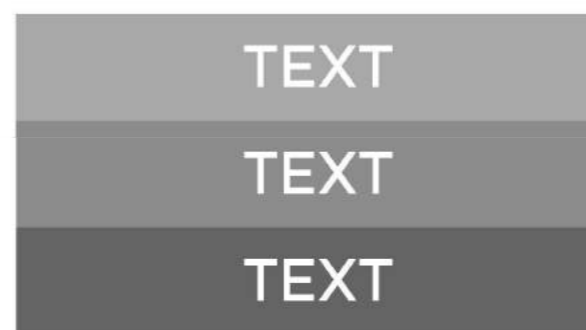
Stone Gray I, II, III

HEX #A8A8A8 HEX #8C8C8C HEX #636363
RGB 168 168 168 RGB 140 140 140 RGB 99 99 99
CMYK 36 29 29 0 CMYK 47 39 40 3 CMYK 61 52 52 22



TEXT

TEXT



TEXT

TEXT

TEXT

FONTS

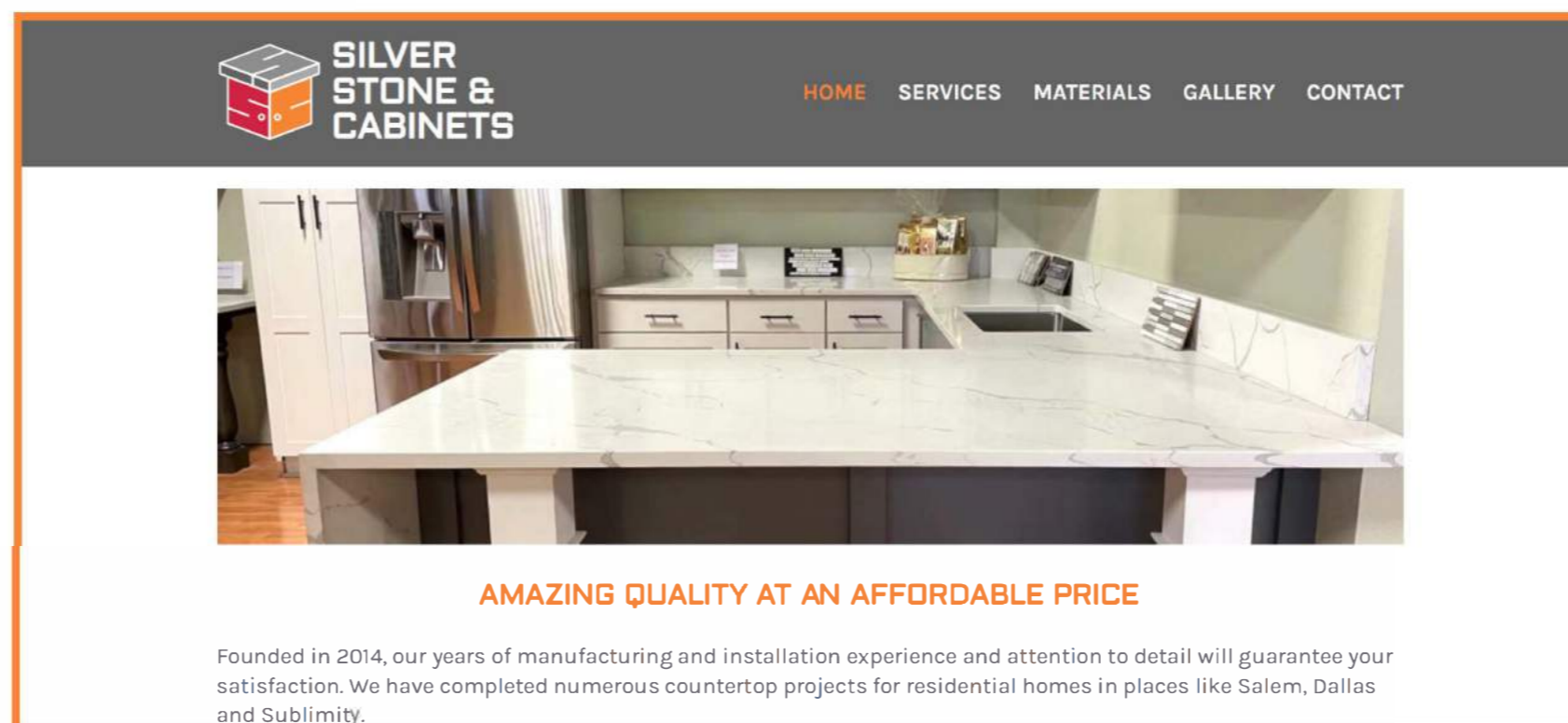
Aldrich - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()

Karla - Regular

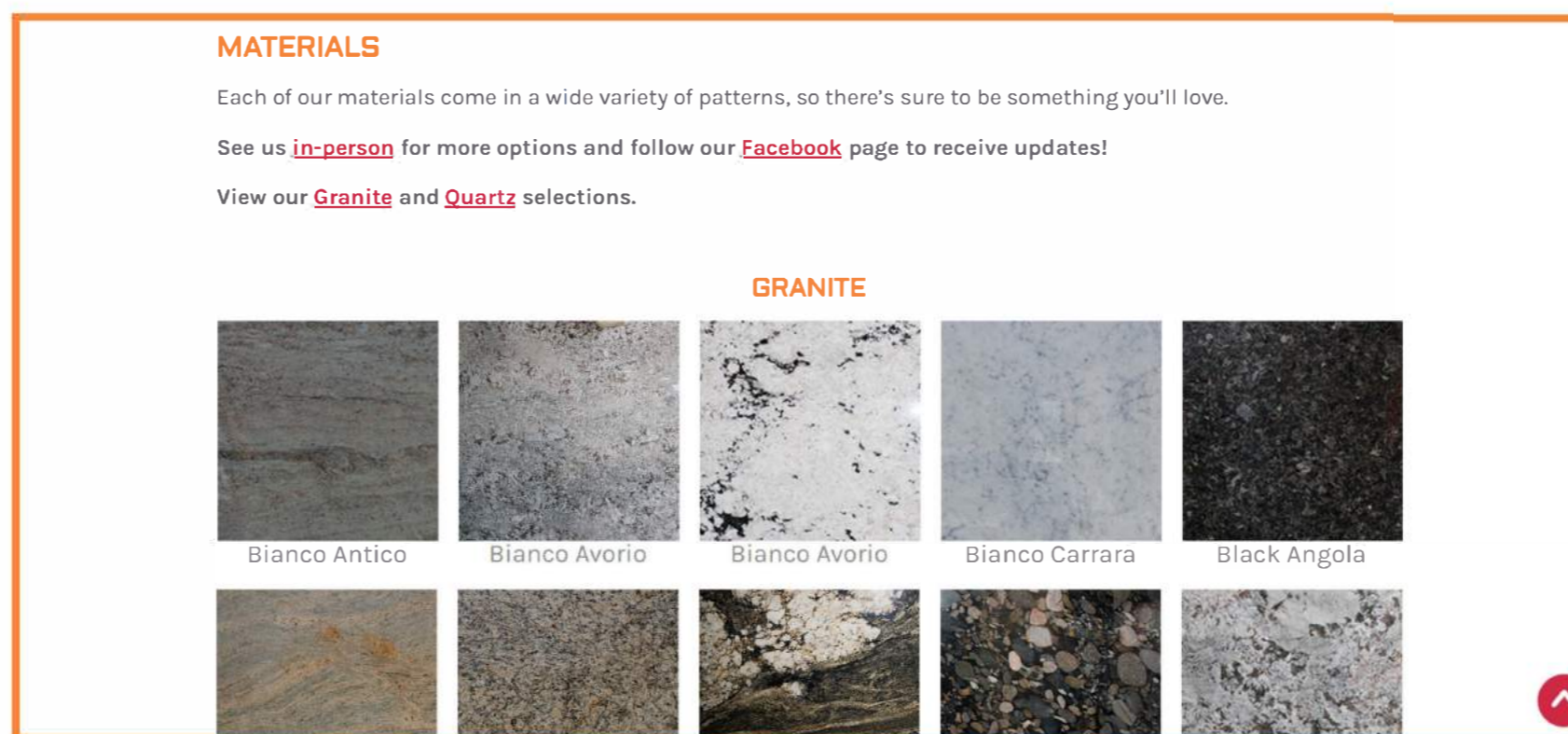
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()

WEBSITE



AMAZING QUALITY AT AN AFFORDABLE PRICE

Founded in 2014, our years of manufacturing and installation experience and attention to detail will guarantee your satisfaction. We have completed numerous countertop projects for residential homes in places like Salem, Dallas and Sublimity.



MATERIALS

Each of our materials come in a wide variety of patterns, so there's sure to be something you'll love.

See us [in-person](#) for more options and follow our [Facebook](#) page to receive updates!

View our [Granite](#) and [Quartz](#) selections.

GRANITE



BUSINESS CARDS



Company Owner: 555-555-5555



AMAZING QUALITY AT AN AFFORDABLE PRICE

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silverstoneandcabinets@example.com
silverstoneandcabinets.com

<https://silverstoneandcabinets.com/>

Design by  Cindy Tam