

# CINDY TAM

✉ Email | Behance | LinkedIn | Instagram | YouTube

Creative and passionate multimedia design professional with a demonstrated history of creating engaging, educational content and managing community-centric projects. Has worked in freelance, nonprofit, and corporate settings and collaborated with diverse teams. Experienced in illustrations, branding, layout, print, and packaging design.

## EDUCATION

<b>Oregon State University</b> , <i>B.S. Digital Communications Arts, Minor: Business &amp; Entrepreneurship</i>	June 2022
<b>School of Motion</b> , <i>After Effects Kickstart</i>	August 2023

## SKILLS

<b>Graphic Design</b>	Canva, Adobe Creative Cloud (Illustrator, After Effects, Premiere Pro, InDesign, Photoshop), Affinity Suite (Designer, Photo, Publisher)
<b>Digital Comms</b>	Creating digital content for websites (WordPress, Squarespace), social media, and email campaigns
<b>Additional</b>	Understanding of color theory, typography, and layout design, Microsoft Office Suite, ZBrush

## EXPERIENCE

**Life2Launch**, *Mascot & Layout Designer* | Hybrid (Beaverton, OR) March 2024 - July 2024

- Designed and iterated mascot based on client feedback that met branding and engagement goals.
- Arranged content for a Gen-Z work journal using Canva, ensuring copy alignment and following printing guidelines.
- Collaborated with clients and coworkers on joint projects, regularly meeting with the team to assess project goals.

**Dundee Community Committee**, *Logo & Brand Designer* | Remote (Dundee, OR) February 2024

- Conducted research on color theory and symbolism to create representative logos.
- Developed and refined logo options, assisting clients in final decision-making.

**SEDCOR**, *Graphic & Logo Designer* | Remote (Salem, OR) January 2024 - Present

- Crafted engaging wine label illustrations for company to distribute as gifts to clients.
- Created clear and concise informational materials for partner and public distribution.
- Worked closely with client and their partners to ensure project alignment and successful outcomes.

**Grana Electronics & Software**, *Logo & Brand Designer* | Remote (Corvallis, OR) April 2023

- Crafted logo for use on printed circuit boards.
- Discussed project goals with clients, creating logo variations, font pairings, and color combinations.

**Missing Middle Housing Fund**, *Graphic & Layout Designer* | Remote (Portland, OR) March 2023 - Present

- Developed illustrations and infographics for presentations to public sector leaders, real estate developers, product innovators, architects, financiers, and more.
- Organized and laid out content from case studies into comprehensive and accessible documents for internal and external use.
- Adapted materials quickly to meet changing needs and tight deadlines.

**Silver Stone & Cabinets**, *Logo & Brand Designer* | Remote (Salem, OR) July - September 2021

- Rebranded company visuals, including fonts, logos and business cards.
- Designed and set up a WordPress website, managing client feedback throughout the process.

**Friends of Frog Ferry**, *Graphic, Layout, & Web Designer* | Remote (Portland, OR) November 2020 - Present

- Planned and executed layouts and illustrations for public-facing marketing projects.
- Edited documents and websites efficiently, communicating with client to meet quick turnaround requirements.
- Captured and edited event photos for social media campaigns to enhance community awareness and engagement.

**Strategic Business Solutions**, *Graphic, Layout, & Web Designer* | Remote (Lake Oswego, OR) July 2020 - June 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.