

CINDY TAM

 Website |  LinkedIn |  Instagram |  YouTube |  Email

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

Oregon State University, *B.S. Digital Communications Arts, Minor: Business & Entrepreneurship* June 2022
School of Motion, *After Effects Kickstart* August 2023

SKILLS

Graphic Design Canva, Adobe Creative Cloud (Illustrator, After Effects, Premiere Pro, InDesign, Photoshop), Affinity Suite (Designer, Photo, Publisher)
Digital Comms Creating digital content for websites (WordPress, Squarespace), social media, and email campaigns
Additional 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.