

gigi lau

B.DES, R.G.D

Professional Experience

2006-PRESENT HARLEQUIN ENTERPRISES
DESIGNER

Create covers for various imprints and genres, ranging from suspenseful paranormal reads to non-fiction titles. Select typefaces and set master templates for interior graphics. Key achievements include:

- Rebranding top-selling authors and positioning new authors in competitive market
- Working with photographers, typographers and digital artists on final cover art

2005-2006 MINDSHAPE CREATIVE MARKETING + DESIGN
FREELANCE DESIGNER

Worked on packaging and branding projects.

Key achievements include:

- Complete annual report design

2005 ARNOLD WORLDWIDE CANADA
JR. ART DIRECTOR

Worked within creative team of copywriters and art directors. Key achievements include:

- Creating direct marketing pieces for Hudson's Bay Company, Toronto Tourism & Canadian Blood Services

2003-2005 ENTRO COMMUNICATIONS
INTERMEDIATE DESIGNER

Designed complete signage design programs for museums and international airports. Key achievements include:

- Collaborating with architects, illustrators, landscape architects, interior designers, and fabricators on materials, processes and implementation

2003-2005 INDEPENDENT & CONTRACT WORK
FREELANCE DESIGNER

Designed books on photography, art, and cultural studies.

Key achievements include:

- Collaborating with 26 photographers from seven different countries for a photography book

2001-2003 VERSO MAGAZINE
PROJECT MANAGER & DESIGNER

Co-founded annual publication featuring the work of design students. Key achievements include:

- Leading a team of student designers to develop editorial and overall design
- Roles included editor, art director, as well as managing public relations, advertising & fundraising

Education

1999-2003 YORK UNIVERSITY/SHERIDAN COLLEGE
BACHELOR OF DESIGN HONOURS DEGREE

- Graduated top of class, magna cum laude
- Delivered the valedictory address at graduation
- 2002 President of the Design Students Association

Skills

- Excellent problem solving skills for all aspects of visual communications: typography, packaging, editorial, corporate, signage and wayfinding design
- Adaptable to new environments and challenges
- Skilled in conducting meaningful research
- Proficient in Adobe Photoshop, Illustrator, InDesign, QuarkXPress, Fontographer, Acrobat Professional, GoLive, HTML, Filemaker Pro, and Microsoft Office

Recent Endeavors

DESIGN CONSULTANT

- Magazine Canada 2005 Professional Publishing Program, Niagara-on-the-Lake

WORK PUBLISHED

- 2005 Applied Arts Design Annual: Complete Book Design
- 2003 Verso Magazine: Book Design, Corporate Identity

GRAND PRIZE WINNER

- 2002 Sadi Communication Design: Postcard Design

HONOURABLE MENTION

- 2002 RGD Student Design Scholarship

INTERNSHIPS

- 2003 Ove Design Toronto
- 2002 Enterprise IG Hong Kong
- 2000 Globe and Mail Toronto

References available upon request