

FREDDY LAU

CONTACT

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EDUCATION

BFA: Graphic Design/
Interactive Print & Screen,
May 2020
Kean University,
Michael Graves College,
Robert Busch School of Design

Rutgers University
Full Stack Coding Bootcamp
March 2024

DESIGN SKILLS

Visual Branding
Promotional Design
Typography
Print Production
UI Design
Creative Problem Solving

TECH SKILLS

Adobe Creative Cloud:
Illustrator, Photoshop
InDesign, Lightroom,

Figma, HTML, CSS, JavaScript,
React.js, Node.js, npm,
Tailwind CSS, MySQL,
MongoDB, Express.js, Mongoose,
MySQL, GraphQL, Handlebars,
Working with APIs

WORK EXPERIENCE

FREELANCE PROJECTS

Jan 2017 - Present

Design logos tailored for personal branding and startup ventures, tailored to client's vision and identity. Create custom graphics for various products like apparel and promotional items, ensuring brand coherence and visual appeal.

VALLEY WELLNESS

Graphic Designer/ Social Media Manager

March 2023 - December 2023

Directed and supervised multiple social media accounts, guaranteeing a cohesive brand voice and message alignment across platforms. Produced visual graphics for website, in-store signage, apparel, and text blasts, enhancing brand visibility and engagement across various channels.

FOCO

Somerset, New Jersey

Graphic Designer

May 2021 - September 2022

Design unique and thematic designs for merchandise for major league sports like NBA, NFL, MLB, NCAA. Conceptualize new ideas and create mock up designs for prospective products. Responsible for design roll outs for multiple teams and leagues while using efficient workflows.

L'ORÉAL

Clark, New Jersey

Communication & Design Intern

March 2019 - January 2020

Produced graphics for campus-wide email blasts, monitors, and displays. Redesigned and maintained monthly internal newsletter, ensuring consistent engagement and relevance. Responsible for photo and video shooting, and editing for work events for high-quality visual content delivery.

INTERESTS

Photography, Travel, Sports, Gaming,
Illustration, History