

NICK LAU

GRAPHIC DESIGNER

EXPERIENCE

Assistant Creative Director

January 2024 - Present | Bluestone Communications, Harrisonburg, VA

- Lead 2 creative workshops for 40+ members, including senior creative executives and creative executives.
- Provide constructive feedback and assistance to 10 creative executives and creative coordinators on their designs during 3 month work period.
- Develop numerous promotional social media and story posts for Instagram of 400+ followers.
- Brainstorm and execute numerous engaging Instagram reels with an average of 1,750+ views.

Graphic Design Specialist

August 2022 - Present | JMU UREC, Harrisonburg

- Design various promotional graphics for UREC's social media, which has a combined following of 22,000+ profiles across all platforms.
- Critique design work of Marketing Assistants.
- Train new hires in graphic design programs such as Illustrator, Photoshop, InDesign, and Canva.

Senior Creative Executive

August 2023 - Present | Bluestone Communications, Harrisonburg, VA

- Create/edit 50+ graphics for clients' printed and digital use.
- Align creative members' deliverables with each of our 2 clients' respective goals.
- Manage a team of 2 Creative Coordinators to create social media posts, photograph events, and message clients.
- Facilitate work between account team and creative members.

EDUCATION

Bachelor of Arts (B.A.) in Creative Advertising Candidate

Expected graduation May 2024

James Madison University

WEBSITE, PORTFOLIO AND PROFILES

nick-lau.com

CONTACT

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- 📍 Marshall, VA 20115

SKILLS

- Social Media Management
- Graphic Design
- Campaign execution
- Copywriting
- Trello
- Sharepoint
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe Lightroom
- Canva