

Steven Lam

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 917.882.1348

CAREER HISTORY

PROFESSIONAL SUMMARY

Multidisciplinary **Graphic Designer** and **Art Director** with extensive experience across **branding, digital, print, and motion**. Skilled in **concept development, design execution, and storytelling** that connects brands with audiences across every platform.

Apartment Partnership Advertising - Creative Lead / Art Director

New York, NY | 02/2001 – 06/2025

- Led **concept development, design, and brand systems** for fully integrated 360 campaigns across **TV, print, digital, and social platforms**; ensured cohesive visual direction across all deliverables.
- Supervised **photo and video shoots**; collaborated with copywriters, producers, and designers through all stages of creative development.
- Designed and developed **responsive websites, email campaigns, social ads, and digital banners** optimized for engagement across platforms.
- Produced **motion graphics** and **video edits** to enhance storytelling for broadcast, social, and online use.
- Designed visually compelling **PowerPoint** and **Google Slide** decks for client and pitch presentations, turning data and strategy into persuasive visual stories.

Clients: California Tobacco Control Program, Humana, California Department of Public Health, Covered California, CDC, NYU Langone Health, Bank of America, Nationwide, Vitasoy, Spectrum.

Recognized with awards from ANA, 3AF, MM&M, Mobius, and Telly for creative excellence.

Draft FCB - Senior Art Director

New York, NY | 10/1999 – 12/2000

- Created **direct-response mailers, email marketing campaigns, and digital promotions** that increased engagement and conversions.
- Designed **event materials** including banners, logos, and signage for promotional activations.

Clients: RJ Reynolds.

Wunderman Thompson - Senior Art Director

New York, NY | 08/1997 – 10/1999

- Designed and executed **promotional and direct-response campaigns** that increased customer engagement and brand visibility.

Clients: Citi Bank, Philip Morris.

Harte-Hanks Direct - Art Director

New York, NY | 05/1996 – 08/1997

- Developed targeted direct-mail campaigns supporting customer acquisition and retention.
- Partnered with production teams to ensure print accuracy and timely delivery of materials.

Clients: Oracle, MedSpan Healthcare.

SKILLS

Design & Branding: Concept Development, Art Direction, Branding, Layout, Typography, Campaign Systems, Creative Strategy

Digital & Motion: Responsive Web Design, Email Campaigns, Social Ads, Digital Banners, Video Editing, Motion Graphics, Storyboarding

Presentation & Collaboration: PowerPoint / Google Slides, Pitch Decks, Client Presentations, Cross-Team Coordination

Production & Technical: Photo Retouching, Print Production, File Setup, Color Correction

Software: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Figma, Microsoft Office, Google Workspace

EDUCATION

School of Visual Arts, New York, NY

Bachelor of Fine Arts: Graphic Design & Advertising