

# David Lam

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## Experience

### Tinybox Systems - Product Designer

May 2025 - Current

- Drive product design, brand identity, and growth strategy for a cleantech modular housing startup in Toronto.
- Redesigned company website with improved user flows and content hierarchy, increasing lead conversions and navigation efficiency.
- Developed a comprehensive brand identity system, positioning TinyBox as a leader in sustainable, modular housing.
- Produced 3D renders, case studies, and storytelling campaigns, generating \$500K+ in sales within 12 weeks and growing a 5,000+ customer waitlist.
- Lead sales calls, design product catalogs, and create marketing collateral that connect design innovation with measurable revenue growth.

### University of Waterloo Registrars Office - Marketing Content Editor

January 2025 - May 2025

Continued on part-time.

### University of Waterloo Registrars Office - Marketing Content Creator

September 2024 - December 2024

Developed and executed content strategies to target over 100,000 prospective students, driving an 18% increase in social media presence. Contributed to high-impact projects, including the viral video "Reasons to Study in Canada," which garnered 5 million views. Managed social media campaigns and events to promote the university, boosting brand awareness and engagement.

### GBDA Society - Director of Content Development

January 2025 - May 2025

Lead content strategy, creative direction, and global brand storytelling for the GBDA Society. Oversee the full content lifecycle, ensuring alignment with strategic objectives and refining the brand identity for both digital and print. Manage international-facing communication efforts, curating and optimizing content for multichannel distribution to increase global engagement.

### GBDA Society - Social Media Lead

May 2024 - August 2024

Created and implemented social media campaigns to increase the society's online presence. Curated engaging content, managed social media platforms, and fostered community interaction. Coordinated online events and worked on digital marketing strategies to drive student engagement and enhance brand visibility.

## Education

### University of Waterloo 3.8 GPA

Global Business and Digital Arts

Waterloo, Ontario 2022 - Present

### University of Lancaster

Design and Business

Lancaster, United Kingdom 2025 (Fall)

## Tools & Skills

### Design & Development

Product Design • UX/UI Design • Interaction Design • Prototyping • Figma • Webflow • HTML/CSS/SASS • Framer • Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects) • Graphic Design

### Marketing & Strategy

Brand Strategy • Content Strategy • Digital Storytelling • Social Media Creation • Marketing Campaigns • Cross-Functional Collaboration • CMS Management

### Research & Analysis

User Research • Journey Mapping • Information Architecture • Competitive Analysis • Data-Driven Experimentation

## Awards

### University of Waterloo

President's Scholarship

Waterloo, Ontario 2022