



VINCENT LADE

Graphic &
UI / UX Design

vincentlade.com

EDUCATION

The Art Institute of Vancouver (AIV)
Foundations of Graphic & Web Design
Completed 2010

California Institute of the Arts (CalArt)
UI / UX Design Specialization
Completed 2018

SOFTWARE

Graphic and Web Design
Adobe Photoshop (CC)
Adobe Illustrator (CC)
Adobe InDesign (CC)
Adobe Dreamweaver (CC)
Adobe After Effects (CC)

UI / UX Design
Adobe XD (CC)
Sketch
InVision Studio
Figma

CONTACT

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References upon request

EMPLOYMENT HISTORY

Permanent

The Egg | Graphic & UI / UX Design

March 2019 - current | Causeway Bay, Hong Kong

The Egg is a Digital Agency headquartered in Hong Kong with offices in Shanghai, Tokyo, Seoul, Guangzhou, and New York. They specialise in introducing Western brands to the otherwise complex Chinese, Japanese, Korean, and APAC markets. The primary vehicle for gaining traction are strategies centred around SEO, SEM, Display, and Social. My position within The Egg is to lead their design and development internally and for select clients at their head office in Causeway Bay, Hong Kong.

Clark Wilson | Graphic & UI / UX Design

July 2014 - March 2019 | Vancouver, Canada

My position within *Clark Wilson* is focused on their rebranding and the continued marketing of 80 lawyers to new and existing clients. As one of Vancouver's oldest companies we launched internal and external campaigns to revitalize the brand, while retaining the reputation of one of Canada's top law firms. The Marketing team while new to the firm has had great milestones in bringing the traditionally conservative world of law into a new fast-paced digital environment. Successes have included: dictating art and design direction for the website redesign with a \$600,000 HKD budget, 100+ branded ads in prominent publications, and leading the rebrand and design of 25+ new business development materials.

MyLooks | Graphic & UI / UX Design

January 2012 - July 2014 | Vancouver, Canada + Miami, United States

Initially a start-up in the world of cosmetics, *MyLooks* gained traction in the USA through large ad campaigns and sponsorships such as the *Dr. Oz Show* and the *GRAMMY Awards*. I worked directly under Dipik Rai, the Chief Marketing Officer and former Director of Marketing at *Yahoo!* as the Lead Designer for *MyLooks*. During my occupation we produced everything from digital and print materials, commercials, and hosted events in Miami to build a customer base in a changing and competitive industry. During my occupation there we grew from one office to six across Canada and the United States.

Contract

CentralR | Graphic Design

August 2011 - December 2011 | Albany, New Zealand

A hotel booking company based in Ireland with offices in Spain and New Zealand, I worked with *CentralR* to create mobile and web focused products with a final project of an application for hotels to manage bookings. Over the course of my time there my contract was extended to work with their sister companies and an app for the company itself. Being mobile friendly and developing software for partners was the edge they use to compete with larger brands.

Fairway Recognition | Graphic Design

May 2010 - November 2010 | Vancouver, Canada

My first contract after graduating from The Art Institute of Vancouver was creating print campaigns for non-profit organizations with *Fairway Recognition*. The position was fast-paced as designers were responsible for all client requests from the first meeting to the final printed and shipped materials. Developing and sustaining relationships with clients was paramount as most clients used our services often and for years at a time. Clients included: *Make A Wish Foundation*, *Ronald McDonald House*, and *The American Red Cross*.