



I'm Christy. Some things you should know about me: I'm a photographer and visual designer in Vancouver, Canada. I believe in taking a user-driven approach, creating products guided by collected insights that appeal to the heart. I believe in the importance of research and accomplish this by placing myself in the context for which I am designing. I am passion-driven, and actively seek out projects which speak to my personal values.

CONTACT

778 879 0088
cel9@sfu.ca
christyevelynlum.com

TOOLBOX

- **DESIGN**
- INDESIGN
- ILLUSTRATOR
- PHOTOSHOP
- SKETCH
- INVISION
- **COMMUNICATIONS**
- GOOGLE ANALYTICS
- HOOTSUITE
- CMS + DAM
- **CODE**
- HTML + CSS
- ARDUINO
- JAVASCRIPT

WORK EXPERIENCE

Jan 2015
–
Present

PHOTOGRAPHER + CONSULTANT

Christy Lum Photography

I specialize in lifestyle, event, and commercial photography. I create original content, specifically in the context of social media. I assist clients in art direction, styling, and provide digital content strategies to grow their clientele and social media audience. I see my clients more as 'partners' rather than 'clients', in that I keep their stories and vision at the centre of my work.

May 2016
–
Dec 2016

COMMUNICATIONS COORDINATOR

SFU Public Square

SFU Public Square is SFU's signature initiative that showcases the university's community engagement strategy. Coordinated internal and external communications, including website management, social media, and email campaigns, along with the creation of promotional collateral for web and print. Consistently grew online readership and social media followers, while continuing dialogue online after key events.

Jan 2015
–
May 2016

PRODUCTION + DESIGN ASSISTANT

The Peak Publications Society







Responsible for creating weekly article layouts and feature spreads for The Peak Publications Society, SFU's official student newspaper. Co-created a new template library for the incoming production team near the end of my work term. Developed a close relationship to the editorial team and student writers, allowing the team to see the importance of graphic design in conjunction with the written content for the better communication of ideas.

	CHRISTY EVELYN LUM	
	PHOTOGRAPHER	CONTENT CREATOR




SOCIAL MEDIA

-  @CHRISTYYEVELYN
-  @CHRISTYLUM
-  @CHRISTYLUM
-  @CHRISTY.LUM1


STRENGTHS

-  PHOTOGRAPHY
-  ART DIRECTION
-  CONTENT STRATEGY
-  USER RESEARCH
-  VISUAL DESIGN
-  SOCIAL MEDIA

INTERESTS

-  CLASSICAL MUSIC
-  RUNNING
-  COFFEE CULTURE





KEY PROJECTS

- Dec 2017  **MyWNBA**
Senior Academic Team Project – Experience Design
 MyWNBA is an application that helps young athletes discover women's basketball through relatable stories of pro WNBA players. I created journey maps, wireframes, and the visual design of the app. Also conducted user testing to assess validity of design decisions.

VOLUNTEER EXPERIENCE

- Jan 2015 – Mar 2017  **EVENT PHOTOGRAPHER**
Simon Fraser University – Various
 Volunteered to photograph various SFU events, including SIAT's annual Touchpoint Conference and the SFU Surrey Open House. Photos used for promotional purposes on SIAT social media and website content.
- Jan 2015 – Apr 2016  **SOCIAL MEDIA COORDINATOR**
School of Interactive Arts and Technology
 Helped develop the social media strategy for the SIAT Instagram account. Created original content that showcases the SIAT community, using Instagram tools, curated hashtags, and a regular post schedule. Grew the Instagram audience from less than 100 to over 600.

ACCOMPLISHMENTS

- | | | | |
|---|--|---|--|
|  <p>Fall 2013</p> | <p>SIMON FRASER UNIVERSITY</p> <p><i>Close to Home Entrance Award</i>
<i>Recipient for Outstanding Academic + Community Service</i></p> |  <p>Spring 2016</p> | <p>ROYAL CONSERVATORY OF MUSIC</p> <p><i>ARCT Piano Performers Diploma Graduate</i></p> |
|  <p>Fall 2015</p> | <p>CANADIAN UNIVERSITY PRESS</p> <p><i>John A. Macdonald Award, Layout of the Year, Finalist</i></p> |  <p>Spring 2017</p> | <p>SIMON FRASER UNIVERSITY</p> <p><i>BDO Entrepreneurship Award, SIAT Undergrad Recipient for the Highest Levels of Demonstrated Entrepreneurship</i></p> |