



Geralyn Lam

Graphic Designer

Hi! I'm a university student from LaSalle, who recently completed their degree in Design Communication. As a designer, I find myself always wanting to broaden my design skills by refining and reflecting on past and present projects to see where I can do better for the next project.

Outside of design work, I enjoy taking pictures of what inspires me when I'm out and about on my digital camera, watching the next film that stars Robert Pattinson. I hope to always evolve as a graphic designer, seizing every opportunity I can get to better myself as a graphic designer.

CONTACT :

- 📞 +65 97328989
- ✉️ geralynlam123@gmail.com
- 🌐 geralynlam.com

AWARDS :

Crowbar Bronze Award 2024
- Rebranding for SPCA

EDUCATION :

REPUBLIC POLYTECHNIC
2019 - 2022

Diploma in Media Production and Design

LASALLE COLLEGE OF THE ARTS
2023 - 2026

Bachelor in Design Communication

LANGUAGE :

- English
- Chinese

EXPERIENCE :

MEDIA INTERN

2025

Design Anthology and Stacked Studios

- Designed Presentation Decks
- Gained on-set shooting and filming experience
- Film and edited short-form content for promotional purposes
- Took charge of designing collaterals, eg gift boxes and greeting cards

PART TIME RETAIL ASSOCIATE

2024

Nitori

- Learned to balance efficiency and attentiveness
- Delivered consistent customer service in a fast-paced retail environment.

CIRCULATION MARKETING INTERN

2021 - 2022

Singapore Press Holdings

- Designed EDMs for different platforms
- Tasked with coming up with concepts for promotional posts

PART TIME RETAIL ASSOCIATE / VM

2024

Crate and Barrel

- Developed a keen eye for visual merchandising and customer experience while delivering thoughtful, design-led retail service