David Lam

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Experience

Tinybox Systems - Product Designer
May 2025 - Present

- Led product design, brand identity, and growth strategy for a cleantech modular housing startup.
- Rebuilt the company website with streamlined user flows and clearer content hierarchy, increasing inbound lead conversions.
- Built a cohesive brand identity system differentiating TinyBox in the sustainable housing market.
- Generated $500K in sales within 12 weeks and grew a 5,000+ customer waitlist through 3D renders and storytelling campaigns.
- Led sales calls and produced marketing collateral connecting design to measurable revenue outcomes.

Oka Studios - Founder
Feb 2025 - Present

- Founded a digital design studio delivering brand identity, product design, and film production for startups and businesses.
- Designed brand identity and logo for Moda, a YC 2026 startup, producing an investor-ready visual identity.
- Rebuilt front and backend of the Graziani + Corazza Architects website, reflecting the firm's portfolio and design philosophy.
- Built end-to-end brand identity, logo, and website for Caen, a hair and lifestyle brand, from launch.
- Directed and filmed wedding productions, managing cinematography and post-production from brief to delivery.

University of Waterloo Registrars Office - Marketing Content Creator
September 2024 - May 2025

- Built content strategies reaching 100,000+ prospective students, driving an 18% increase in social media following.
- Produced content for "Reasons to Study in Canada," a viral video garnering 5 million views.
- Managed multi-platform social media campaigns and campus events, growing audience reach and student engagement.

GBDA Society - Director of Content Development
January 2025 - May 2025

- Directed content strategy and creative output for the GBDA Society across digital and print channels.
- Redesigned brand identity across digital and print, driving 38% higher engagement.
- Curated content for international audiences across Instagram, LinkedIn, and the GBDA newsletter.

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)

Marketing & Strategy
Brand Strategy, Content Strategy, Digital Storytelling, CMS Management, CRM.

Research & Analysis
User Research, Journey Mapping, Competitive Analysis, Data-Driven Experimentation.

Awards

University of Waterloo
President's Scholarship
Waterloo, Ontario   2022