

KEITH LAM – Resume

Professional Summary

Accomplished Creative Director with over 30 years of expertise in design leadership, IP merchandise strategy, and global brand operations across the APAC region. A proven specialist in directing large-scale creative projects for industry icons including **Nike, Disney, and Wanda Group**. Expert in managing multidisciplinary teams (up to 40 members) and overseeing the end-to-end development of 5,000+ commercial products, consistently harmonizing creative vision with large-scale production efficiency.

Professional Experience

Creative Director | Brand IP & Merchandise Strategy | Global Retail Experience

Oct 2022 - Present

- **Fashion Graphic & Brand Design Mastery:** Extensive experience delivering creative design and Fashion Graphic solutions for prestigious global brands. Proven track record in translating brand DNA into high-impact apparel collections and commercial visual assets.
- **Commercial Audits:** Conduct onsite evaluations of theme park retail and F&B environments to optimize aesthetics, product design, and brand consistency.
- **IP & Merchandise Strategy:** Deliver merchandising-focused design and production solutions for global brands.
- **Operational Standards:** Establish high-level quality benchmarks for product development and guest service flow based on Disney standards.
- **Strategic Rectification:** Formulate holistic improvement plans to enhance underperforming commercial touchpoints and the guest journey

Manager, Marketing Operations, Nike GC

Sep 2021 - Sep 2022

- **Directed "Nike By You" operations** across Greater China, optimizing digital workflows and production efficiency for high-profile GWE/GWP campaigns.
- Led cross-functional collaboration to ensure brand DNA consistency and operational excellence in retail personalization services.
- Improved GWE/GWP production efficiency.
- Coordinated with Branding and Marketing teams for seamless campaign execution.

Creative Project Manager, Shanghai Disney Resort

Dec 2019 - Mar 2021

- **Strategized and designed high-visibility promotional merchandise** for global initiatives such as "Run Disney" and "Pin Trading," significantly driving guest engagement and retail revenue.
- Led an 8-person team to design other SHDR merchandise, overseeing project progress and quality
- Streamlined merchandise design and production for event launches.
- Partnered with Marketing and Product Development teams to align campaigns with brand goals.

Creative Director, Sunac Culture & Tourism Holding Group Ltd.

Nov 2018 - Jan 2019

- Directed a 40-person team to design 800+ merchandise items for 8 theme parks, strengthening brand identity.
- Reduced production delays through effective vendor management.
- Coordinated with operations for seamless retail integration.

Creative Director, Theme Park Management Department - Dalian Wanda Group

Apr 2014 - Nov 2018

- Directed a 40-person team to design and supervise 5,000+ products and 400+ uniforms for 15 parks. Assist with all park retail operation, retail and restaurant interior design, visual merchandising, signage, and the park environment
- Set standards to improve product quality
- Organise and manage the workload distribution of all designers, and conduct annual KPI assessments for designers.

Design Consultant, Hong Kong Disneyland

Apr 2013 - Mar 2014

- Designed 200+ trend-driven products for merchandising, boosting seasonal store performance.
- Improved production workflows for faster turnaround.
- Assist with training designers to meet APAC merchandising standards.

Senior Graphic Designer, Li-Ning Sports Technology Development (HK)

Apr 2008 - Mar 2013

- Lead Graphic Designer of Apparel Design Department
- Led a 3-person team to produce 1500+ seasonal graphic designs for sports lines.
- Enhanced production efficiency through team coordination.
- Aligned designs with APAC market trends via collaboration with Beijing teams.

Founder / Chief Graphic Designer, Heavy

Jan 2002 - Mar 2008

- Led a 3-person team to design
- Led 80+ projects, including EVISU, Disney Consumer Products, W<, GUESS?, Adidas and others.
- Optimized production for global merchandising campaigns.

Chief Graphic Designer, Royalco Investments Ltd.

Mar 1998 - Jan 2002

- Led a 3-person team to design
- Designed 40+ packages for fashion brands.
- Improved store visuals and production efficiency.

Graphic Designer II, Nike International Ltd. (APAO)

Nov 1995 - Mar 1998

- Lead Graphic Designer of the Apparel Design Department (APAO)
- Handle all the graphic work of Nike Athletics, Men's Training, Team Sports (CBA Basketball in CHINA) , and Accessories.

Early Career

1991 - 1995

- Held graphic design roles for fashion brands, focusing on print and pattern development.

Key Achievements

- **Global Brand Leadership:** Successfully translated brand DNA for Disney and Nike into high-impact commercial assets, delivering substantial profit growth and brand visibility.
- **Large-Scale Operation:** Managed one of the industry's largest merchandise portfolios (5,000+ products) for Wanda Group, ensuring seamless execution from concept to retail.
- **Process Optimization:** Significantly improved production turnaround and operational standards by implementing Disney-level quality benchmarks in regional markets.

Skills

- Design Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign), SketchUp
- Management: Independent Project Leadership, Production Optimization, Cross-Regional Collaboration
- Languages: Proficient in English, Fluent in Cantonese and Mandarin
- Other: Trend Forecasting, Visual Merchandising, Promotional Campaign Development, Digital Workflow Integration

Education

- Diploma in Furniture & Spatial Design, Sha Tin Technical Institute (1989-1991)
- Certificate in Advertising & Commercial Design, Caritas Bianchi College of Careers (1988-1989)