



# Jay Lam

**Digital Illustrator • Character Designer • 2D Animator • Game Artist**

<https://www.jaylamart.com> | [jay@jaylamart.com](mailto:jay@jaylamart.com) | Medford, MA 02155 | 617-949-9716

## Experience

### Self-Employed – Freelance Digital Artist

#### July 2015 – Present

- Creating illustrations, character designs, and concept art for clients by art commission
- Work prominently features themes in birds and character development
- Previous work includes concept art for a startup, custom D&D tokens, bird portraits, and character commissions

### MassDiGI – Social Media Manager, Marketing Outreach Coordinator

#### Sept 2023 – May 2024

- Manage MassDiGI's social media on Instagram, Twitter, TikTok, and Threads
- Outreach to event organizers and local game development communities to promote MassDiGI
- Arranged visually attractive tables and stands to present MassDiGI's games at events

### MassDiGI – 2D Game Artist & Animator, Marketing Liaison

#### June 2023 – Aug 2023

- Developed 'Merge Monastery' – with a team of thirteen, using Kanban methodologies and lean production
- Worked on 2D art assets and animations for concept art and mergeable items
- Designed promotional materials to help exhibit the game – such as descriptions and art for advertisements, and decorating tables for events

### MassDiGI – 2D Game Artist & Animator, Marketing Liaison

#### Sept. 2022 – May 2023

- Provide additional 2D animations, character costumes, and background art for 'Get Low, Grandpa!', a mobile game available on Android and iOS, created with Unity
- Worked together with a team of nine to enhance and update the game
- Designed pin button designs and promotional materials for Get Low, Grandpa! to give out at MassDiGI's PAX East booth

### MassDiGI – 2D Game Artist & Animator

#### June 2021 – Aug 2021

- Helped create 'Crustacean Frustration', a mobile game available on Android and iOS, created with Unity
- Tasked with creating concept art, working on character art and power-up designs, background art, and animating art assets
- Worked in a scrum and agile development process with a team of seven people

### Isabella Stewart Gardner Museum – Gallery Guard

#### May 2023 – Present

- Ensure guests behave in the galleries, and prevent disruptive behavior
- Communicate with fellow gallery guards to ensure the day runs smoothly, and inform current happenings
- Help turn on and off the lights, and manage the shades, during the start and end of the day

### Fitchburg Art Museum – Gallery Attendant

#### July 2022 – July 2024

- Keep track of how many patrons are in a gallery
- Help prepare and tidy up galleries for the beginning and end of the day
- Prevent unruly guests from touching exhibits

## Education

### Clark University, Worcester, MA

#### Aug 2022 – Present

Interactive Media / Game Development – MFA

### Syracuse University, Syracuse, NY

#### Sept 2021 – May 2022

Computer Art and Animation – MFA

## Skills

### Areas of Expertise:

- Digital Art • Character Design • Illustration
- Sequential Art • Concept Art • Animation
- Marketing Research • Analytics • Ad Creation
- Social Media Content Creation • Budgeting

### Digital Art Software:

- Adobe Photoshop
- Adobe Animate
- Procreate
- PaintTool SAI
- Adobe Illustrator
- Adobe After Effects
- Toon Boom Harmony
- Clip Studio Paint

### Game Engines:

- Unity
- Unreal Engine

### Office Tools:

- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- Google Drive

### Languages:

- Chinese – Native
- English – Native