



BECCA LAM

Graphic Designer

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🌐 beccalam.com

in becca-lam

SKILLS

Creativity, Copy Editing,
Mentorship, Teamwork,
Communication, Critical
Thinking, Avid Learner

SOFTWARE

Illustrator, InDesign,
Photoshop, Fresco,
Procreate, HubSpot,
Canva, Asana, Google
& Microsoft Suites

MISCELLANEOUS

Selected to participate in
NHS's exclusive corporate
leadership program

Awarded NHS Marketer
of the Year

B2-level proficiency in
French Language

EDUCATION

University of Notre Dame

BA Honors | Visual Communication Design and French

European Studies minor | Cum laude | Dean's List (x4)

QuestBridge Scholar | Pi Delta Phi (*French National Honor Society*)

EXPERIENCE

New Home Star (NHS) 2020–Current

Lead Graphic Designer (*November 2023–Current*)

Graphic Designer (*May 2022–November 2023*)

Junior Graphic Designer (*March 2021–May 2022*)

Graphic Design Intern (*November 2020–March 2021*)

Takes point for all design-related decisions and inquiries on Builder Marketing team, connecting with Creative Manager when additional support is needed.

Consistent go-to designer for new client brand integrations and other high-stakes requests, having directly contributed to sealing an exclusive corporate partnership with a selective builder client.

Actively balances daily integrated marketing projects from 15+ different builder clients along with long-term needs for in-house events, initiatives, B2B campaigns, and a variety of other cross-departmental design needs.

Designs unique branding for a variety of national events and initiatives, including event kit packaging as well as other print and digital deliverables.

Collaborates closely with Creative Manager in evaluating team performance, creating quarterly goals, and selecting and onboarding new hires.

Leads weekly one-on-ones with junior and associate designers to discuss challenges, providing vital feedback and overall coaching.

Ensures high-quality design and deliverables for all collateral types, responsible for handling high-cost print orders and high-stakes digital assets.

Improves department efficiency by updating documents, streamlining procedures, and positively contributing to idea sessions with management.

Becca Lam Design 2020–Current

Freelance Graphic Designer

Contracted to work for a variety of clients developing new branding, upgrading pre-existing branding, or providing logo design.

Gender Relations Center at Notre Dame 2019–2020

Graphic Designer

Developed mini brand systems for each Center initiative, spanning from logos to social media graphics, flyers, brochures, T-shirts, stickers, and more.

Modernized pre-existing print and digital materials to better engage students and renew interest in Center initiatives.

MonetaPro Summer 2019

Graphic and Web Design Intern

Worked directly with the Head of Business Development to refine company signature graphic and business cards for CEO.

Spruced up presentation decks and saw to various website needs to maintain brand standards.