

STANLEY LAM

BRAND DESIGN LEAD

Creative Direction / Brand Systems / Retail Experience

I build visual systems, create campaign ideas and lead their translation across teams, channels and physical environments.

Hong Kong · +852 6014 5148 · Email · LinkedIn · Portfolio

03 BRAND SYSTEMS cdf International · Duty Zero · cdf Beauty	240+ STORE NETWORK Regional retail programme context	20+ CONTRIBUTORS Christie's studio coordination
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01 PROFILE

Brand-focused creative leader with over 10 years of experience across in-house teams, agencies and regional retail networks. I combine hands-on design craft with multidisciplinary leadership, vendor management and production discipline across Hong Kong and APAC.

BRAND IDENTITY & GOVERNANCE · CAMPAIGN LEADERSHIP · RETAIL EXPERIENCE · VISUAL MERCHANDISING · CREATIVE OPERATIONS

02 EXPERIENCE

2025 - PRESENT
HONG KONG
Hong Kong Ferry Group

Creative Designer

Lead visual direction and creative delivery across transport, healthcare, hospitality and lifestyle businesses.

BRAND DIRECTION Develop and maintain identity and customer-facing communications across Hong Kong Ferry, Hong Kong Shipyard, Total HealthCare, AMOUR and Harbour Cruise Bauhinia.

INTEGRATED DELIVERY Direct campaigns and applications across corporate, digital, print, environmental and spatial touchpoints.

CREATIVE OPERATIONS Coordinate management, spatial teams, vendors and production partners; introduced controlled GenAI and compositing workflows for faster, more consistent delivery.

2022 - 2024
HONG KONG / APAC
China Duty Free International

Creative Manager (2D)

Owned public-facing visual direction across cdf International, Duty Zero and cdf Beauty in Hong Kong and selected APAC markets.

BRAND SYSTEMS Built and maintained visual identity and guideline systems, defining colour, typography, layout, POSM, signage and wayfinding standards.

CAMPAIGN LEADERSHIP Created each seasonal campaign theme and master key visual, then directed rollout across digital, print, social and retail applications.

RETAIL EXPERIENCE Co-led customer-facing retail environments with the 3D Manager, covering graphics, decoration, lighting, fixtures, VM props and campaign installations.

PARTNER DIRECTION Managed vendors and creative partners through concept, prototype and final implementation review.

REGIONAL DELIVERY Supported new stores, renovations and rollout across Hong Kong, Macau, Sri Lanka, Cambodia and cruise retail, including selected award-winning activations.

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EXPERIENCE CONTINUED

MAR - JUL 2022

HONG KONG

Wellcom Worldwide / Christie's

Studio Manager (Contract)

Led studio production for auction catalogues, artwork imaging, exhibition graphics and supporting print communications.

STUDIO LEADERSHIP Managed workflow across editorial design, artwork preparation, retouching, proofing, exhibition graphics and print production.

ARTWORK IMAGING Supervised on-site colour matching against physical artworks and prepared approved master images for catalogue, digital and exhibition use.

DELIVERY CONTROL Coordinated 20+ contributors and external vendors, achieving 100% on-time delivery with no critical production errors.

2019 - 2022

HONG KONG

tag worldwide / DFI Retail Group

Final Artist

Joined as one of the original two team members on the newly won Wellcome account, later supporting advertising and production across DFI brands.

RETAIL ADVERTISING Designed press advertising, promotional layouts and retail communications for Wellcome, Mannings, Market Place, 7-Eleven and yuu Rewards.

WORKFLOW BUILDING Helped establish master templates, file structures, version control and review workflows for the new account.

PRODUCTION DELIVERY Managed frequent price and offer changes, preparing accurate final artwork for newspaper, POSM and in-store applications under compressed deadlines.

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SELECTED CREDITS

2026	Henderson Land 50th Anniversary Motion Direction · Brand Expression	Directed the anniversary motion concept and visual system, translating sustainability, innovation and people into a kinetic commemorative experience.
2024	KEF Q Series Relaunch Art Direction · Illustration · Campaign Design	Art directed the campaign film, created all final illustrations and independently designed the brochure, tote bags, postcards and event-screen applications.
2024	GP Batteries 2025 Lunar Calendar Art Direction · Illustration	Co-directed a 12-month illustrated calendar using a hybrid sketch, generative and manual-refinement workflow.

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RECOGNITION & DETAILS

RECOGNITION	EDUCATION & LANGUAGES	TOOLS
Best OOH Campaign in Terminal The Moodies Awards, 2023 ZERObot - Duty Zero by cdf Scene Marketing Gold Case 29th China International Advertising Festival, 2022 Surreal Island - China Duty Free	BA in Advertising Design The Hong Kong Polytechnic University · 2013 Cantonese - Native English - Professional working proficiency Mandarin - Professional working proficiency	Design Adobe Creative Suite · Figma · Affinity Creative Technology ComfyUI · LoRA Training · Midjourney · Firefly · Runway · OpenClaw