

# LAURENCE LAM

I strive to create appropriate work with *purpose*,  
*honesty*, *beauty* & *function*.

## CONTACT

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## WHERE I AM AT NOW & MY ROLE

*Lead Digital Designer for  
Ministry of Sound Group.*

*As the lead digital designer,  
I am responsible for almost  
all creative digital output  
from the business, as well as  
mentoring two junior  
designers. Working across  
four brands, it's crucial  
my work is to international  
standard and on-brand every  
time. As we're an in-house  
team, it's important we turn  
around work fast, to a high  
standard, to prove we can  
stand up to our competitors  
and agencies in our market.*

**1** Digital brand guardian for  
Ministry of Sound Group and  
its labels Ministry of Sound,  
Hed Kandi, Global  
Underground and Dance  
Nation.

**2** Direct, design and  
front-end build all site using  
HTML, CSS & jQuery to  
enhance user experience and  
site efficiency.

**3** Advise and direct the  
digital design team and  
consult creatively throughout  
the business.

**4** Design and direct digital  
campaigns, site take-overs,  
new artists and releases.

**5** Ensure all internal and  
external work is on-brand and  
deliver a coherent message.

**6** Front-end project  
managing high profile web-  
site builds.

## FEAT

*My recent achievements.*

**1** Key digital creative and  
brand director for Ministry  
of Sound Group.

**2** Ministry of Sound Mobile  
Application designs for  
iPhone, iPad, Nokia and  
Blackberry.

**3** Windows Phone 7  
Showpiece App design for  
Ministry of Sound.

**4** Ministry of Sound  
website 2008, 2009 & 2010  
design and front-end build.

**5** Global Underground  
website 2010 design and  
front-end build.

**6** Hed Kandi website 2009  
design and front-end build.

**7** Alpha Zero Ltd 2010  
brand identity, site design  
and front-end build.

**8** QED Technology 2009  
brand identity.

**9** Trinity St Ltd 2009 brand  
identity.

**10** Involvement in projects  
with Sony BMG artists,  
Warner Music artists,  
Universal Music artists,  
Angel Music, NME,  
The Mighty Boosh, Norwich  
Union and Mencep.

## HERE, THERE AND EVERYWHERE

*My previous experiences  
and roles.*

**1** Ministry of Sound Group  
*Lead Digital Designer /  
Lead Front-end Developer*  
Feb 2009 - Present

**2** QED Technology  
*Senior Web Designer /  
Front-end Developer*  
Sep 2008 - Feb 2009

*As a designer and  
front-end developer on  
several projects, my role was  
challenging and diverse.  
Working with mainly music  
labels and artists the range  
of projects were vast, from  
online community hubs,  
social networking platforms  
and CMS driven sites to  
e-commerce and e-ticketing  
solutions. I was constantly  
kept on my toes, pushing  
the boundaries of design  
and front-end development.  
As well as being creative, a  
high understanding of  
accessibility and usability  
were compulsory.*

**3** Trinity St Ltd  
*Web Designer / Front-end  
Developer*  
Nov 2005 - Sep 2008

**4** Two B Fashion  
*Graphic Designer*  
Oct 2004 - Oct 2005

**5** Maharishi  
*Junior Artworker*  
Jul 2003 - Sep 2004

## ABILITY

*Software*

- 1** Photoshop
- 2** Illustrator
- 3** Basic InDesign
- 4** Dreamweaver
- 5** Basic Flash
- 6** Text Wrangler / BBEdit
- 7** Word
- 8** Powerpoint

*Computing Languages*

- 1** Hand coded HTML  
& CSS (compatible with  
standards compliant  
browsers)
- 2** Basic Javascript
- 3** Integration of styling  
into ASP.net, Classic ASP,  
PHP and XSLT.

## Skoolin'

**1** BA (Hons) Graphic  
Design and Advertising  
*Buckinghamshire Chilterns  
University College*  
1999 - 2002

**2** A-Level Graphical Com-  
munications, Art & Design,  
Business Studies  
*Coulsdon College*  
1996 - 1998