

# Gus Lau

Gus is an illustrator, creative designer and concept artist with a background in marketing, graphic & product design, and motion art installations. His clients include: The Peninsula Hotels, Nike, Hong Kong Airlines, Dior, HSBC Banks, Swire Group Properties, Fitbit and Prudential plc

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## EXPERIENCE

### **Chase International Real Estate - Senior Graphic Designer**

*September 2022 - Present | Reno Tahoe Area*

- Led branding and marketing initiatives, contributing to a profit turnaround within six months.
- Planned and executed sales kits and creative marketing materials.
- Managed digital asset systems, consistently handling 50–65% of departmental projects.
- Oversaw production quality for both print and digital outputs.
- Balanced budget control, production strategy, and custom creative solutions.
- Contributed to UX/UI design and video storyboarding for client-facing campaigns.

### **The Gray Creative - Creative Designer / Illustrator**

*July 2021 - September 2022 | Los Angeles*

- Elevated creative assets across campaigns and marketing solutions for emerging brands.
- Provided global perspective with a focus on localised storytelling and community resonance.
- Led design strategy across social media and e-commerce platforms.
- Developed scalable brand identities and visual assets.

### **Wai Yuen Tong Medicine Holdings Ltd. - Sr. Graphic Designer**

*August 2017 - July 2021 | Hong Kong*

- Directed company-wide branding initiatives, campaign development, and packaging updates.
- Modernised and unified the customer experience across touchpoints.
- Supervised junior designers, managed budgets, and oversaw project timelines.
- Collaborated with vendors and agencies; handled legal documentation for food and medicine packaging across regions including the US (FDA), Australia (TGA), EU, Hong Kong, and Singapore.

### **Ruder Finn Inc. - Illustrator**

*December 2016 - August 2017 | Hong Kong*

- Delivered visual direction and concept development across client campaigns.
- Created original illustrations, infographics, and presentation visuals.
- Major clients included Dior, Swire Group, HSBC, Macy's, Fitbit, and Prudential plc.
- Collaborated with international teams across departments and regions.

### **Visactu News Infographic - Graphic Designer**

*July 2015 - July 2016 | Paris*

- Designed editorial infographics and visual content for print and digital media.
- Focused on data-driven storytelling for current events and special features.

### **Vtech - Graphic Designer II**

*September 2010 - July 2015 | Hong Kong*

- Developed concept renderings, storyboards, and visual mock-ups for interactive products.
- Contributed to UX and visual enhancement across product lines.
- Liaised with international licensors, including Disney, DreamWorks, and Marvel Studios.
- Enhanced visual quality and design consistency across global product offerings.

## EDUCATION

### **Vocational Training Council -**

**Advanced Diploma in Illustration & Design**

*September 2006 - July 2008 | Hong Kong*

- Specialised in visual storytelling, design theory, and digital media.

## SKILLS

- Adobe Creative Suite (InDesign, Illustrator, Photoshop)
- UX/UI Design, Concept Development, Video Storyboarding
- Office 365, Google Workspace
- MacOS & PC environments

## LANGUAGES

- English (Fluent)
- Cantonese (Native)
- Mandarin (Fluent)
- French (Conversational)

## VOLUNTEER WORK

### **Pride Run - Designer**

*Jun 2019 | Hong Kong*

Designed project logo for t-shirts and merchandise.

### **Gay Games - Design Consultant**

*Apr 2016 - Oct 2016 | Hong Kong - Paris*

- Served as a founding team member in Hong Kong's successful bid to host the Gay Games—the first time the event was awarded to an Asian city.
- Provided key concept visuals and pitch design materials.
- Acted as the sole Chinese-speaking board member, liaising with local government and community partners.
- Successfully handed over responsibilities to the operations team following the win.