



Smoothskin, Campaign Visual

Portfolio 2025

British Citizen
Hong Kong Citizen

33/M

www.fredericktam.online

fredtam256@gmail.com
+852 95319147

Expertise

Campaign
Branding
UI & Web Design
Asset Creation
Art Direction
Packaging Design
Visual Merchandising
Illustration
3D Rendering

With a solid background as an Art Director in the commercial industry, I bring experience across various domains, including UI web design, branding, graphic design, and visual merchandising.

With 7 years of agency experience and a recent year in-house. I've had the opportunity to work on a variety of projects, especially in fashion, jewelry, and web design. Throughout my journey, I've built strong skills in UI web design, branding, graphic design, and visual merchandising.

I'm all about pushing boundaries and exceeding expectations. With a passion for visual storytelling and a keen eye for detail, I create designs that resonate with audiences and drive business success through creative problem-solving. Let's connect and see how we can create something together.

Proficient in

Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Adobe Aftereffects
Adobe Dreamweaver

Adobe XD
Sketchup
Cinema 4D
Microsoft Office
Front-end Html



Art Director
2024 - 2025 (1 Year)

Hong Kong

As an Art Director at b/major, a women’s shoe brand in Hong Kong specialising in genuine leather, I led a comprehensive rebranding initiative to modernize the brand’s image. My daily responsibilities included creating seasonal moodboards for product and model shoots, while executing graphic designing brand collateral and store-front items across both print and web platforms. Over the course of my year in the company, I produced over 250 pieces of engaging social media content, resulting in an increase of 8,000+ followers for the business. My efforts helped reach 1.6 million accounts, with the top eight posts performing at an average of 700 engagement each, significantly enhancing brand visibility and sales.



Art Director
2017 - 2024 (6 Years)

London, United Kingdom

At HWE, a leading luxury marketing and branding agency specializing in fashion, jewelry, beauty, and lifestyle brands, I have had the opportunity to showcase my skills in various areas. From art direction and brand identity creation to digital content creation, web and app design, image-making, and client communication, I have played a crucial role in new businesses and refreshing existing brands. With a focus on delivering exceptional results, I have enjoyed collaborating with clients to achieve their marketing and branding objectives.



Graphic Designer/ Visual Merchandiser
2015 - 2017 (2 Years)

London, United Kingdom

During my time at VM Graphics, I contributed my skills in visual merchandising and store design. I was involved in various aspects, from graphic design and artwork creation to engineering visual merchandise props and project management for retail. I had the privilege of supporting renowned brands such as Chanel Burberry, and Lanvin, collaborating closely with clients to help bring their visions to life and enhance in-store experiences for customers.

Illustration BA
2011 - 2014 (3 Year)

University of Arts London (Camberwell College of Art), UK

Graduated with 1st Class Honours

Art Direction
Graphic Design
Content Creation
Social Media

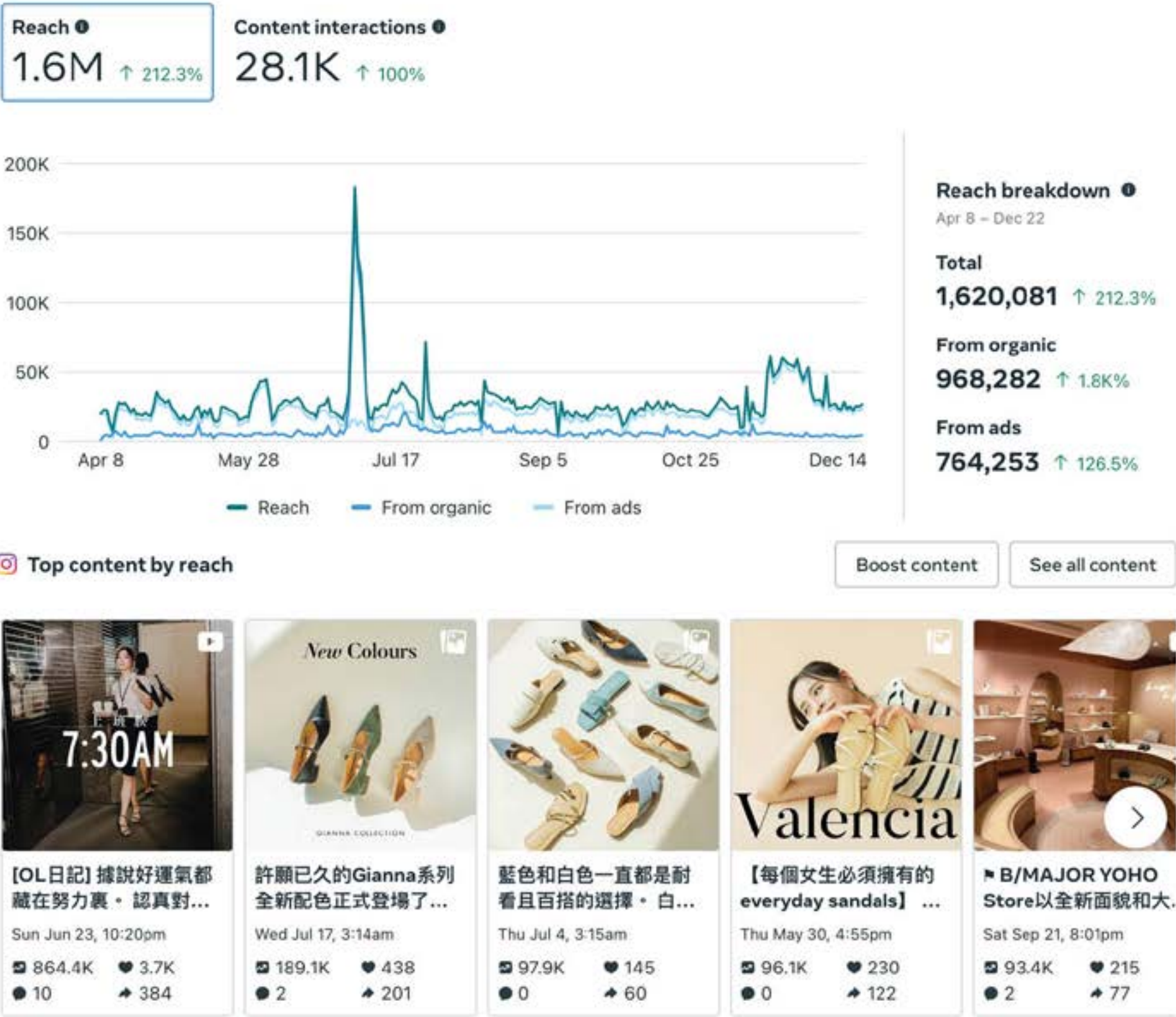
Client: B/MAJOR
Industry: Apparel/ Shoes
Location: Hong Kong

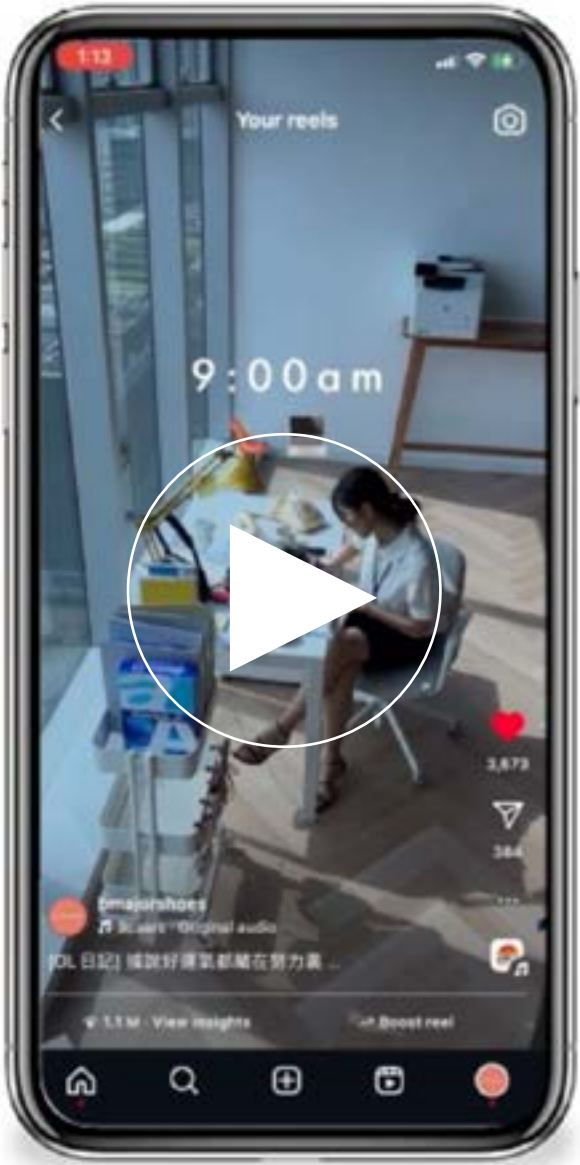
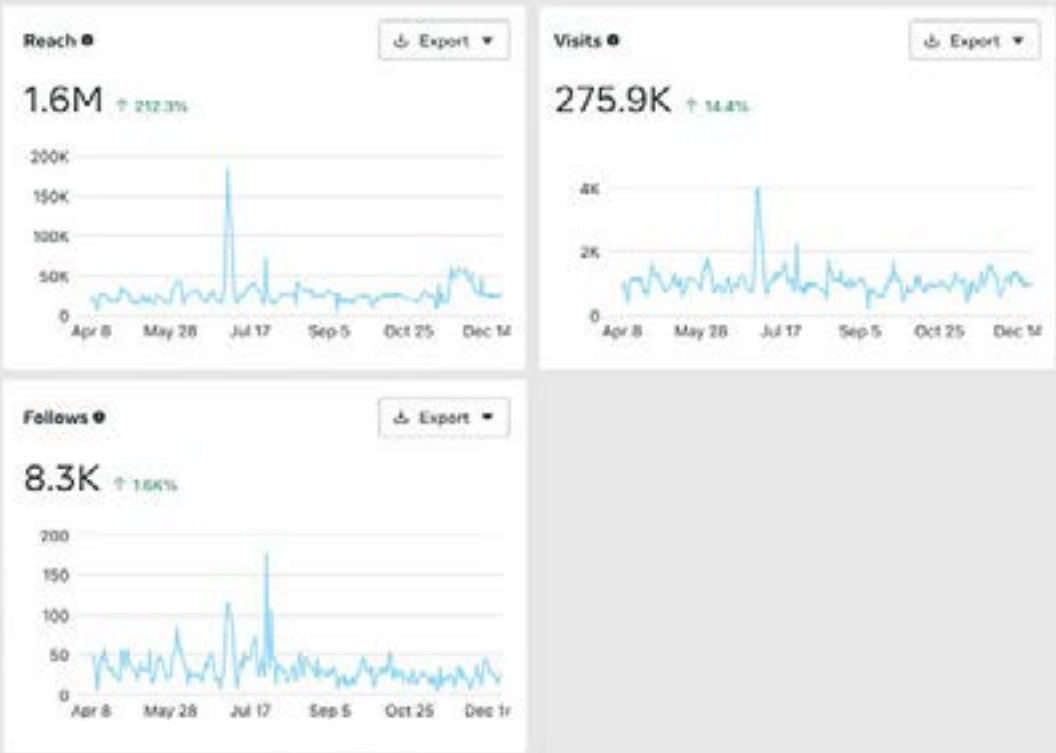
Brief

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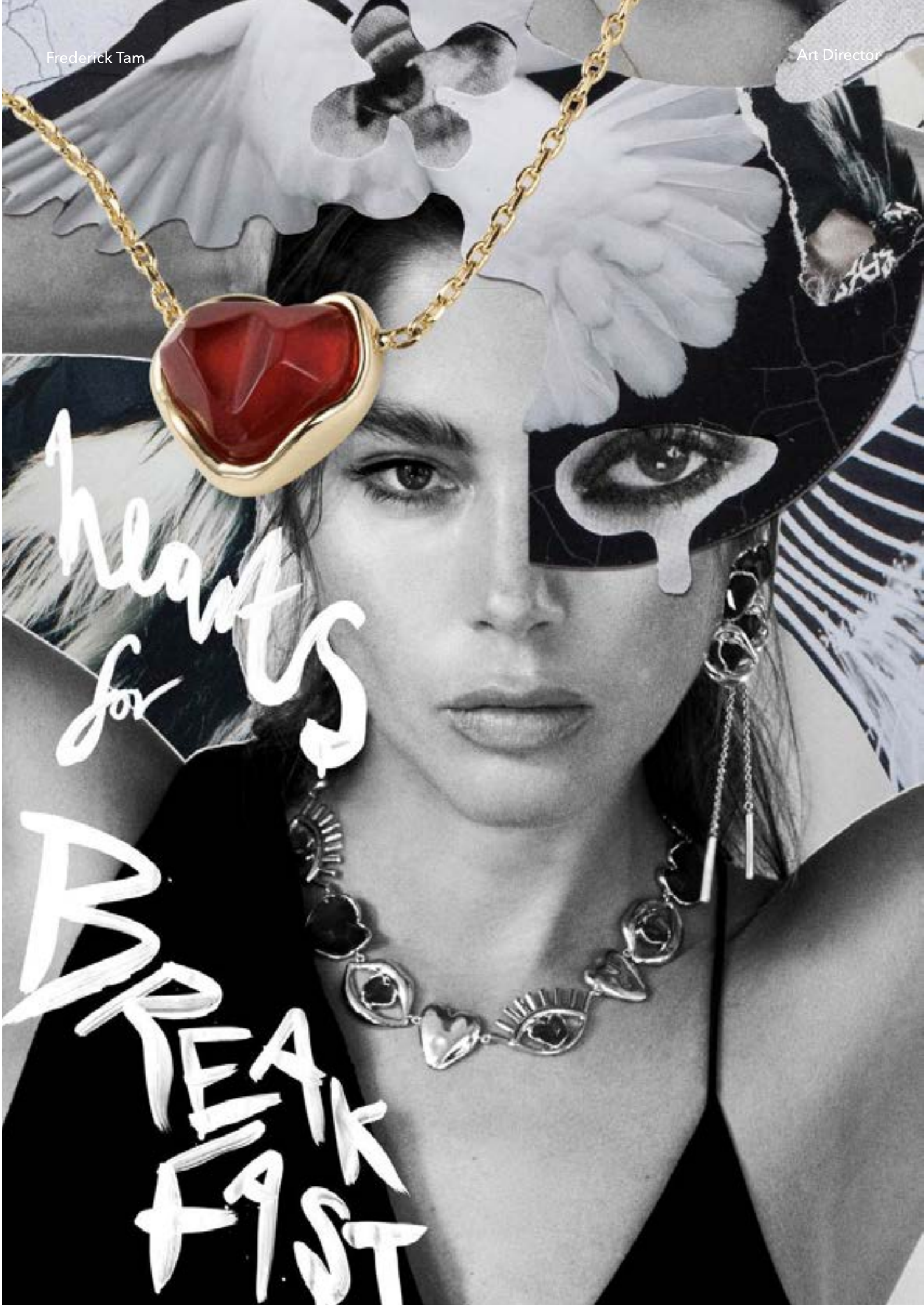
Ryenn's Eyes

Social Media
Video Editing
Animation

Client: Ryenn's Eyes
Industry: Jewellery
Location: UK/ USA

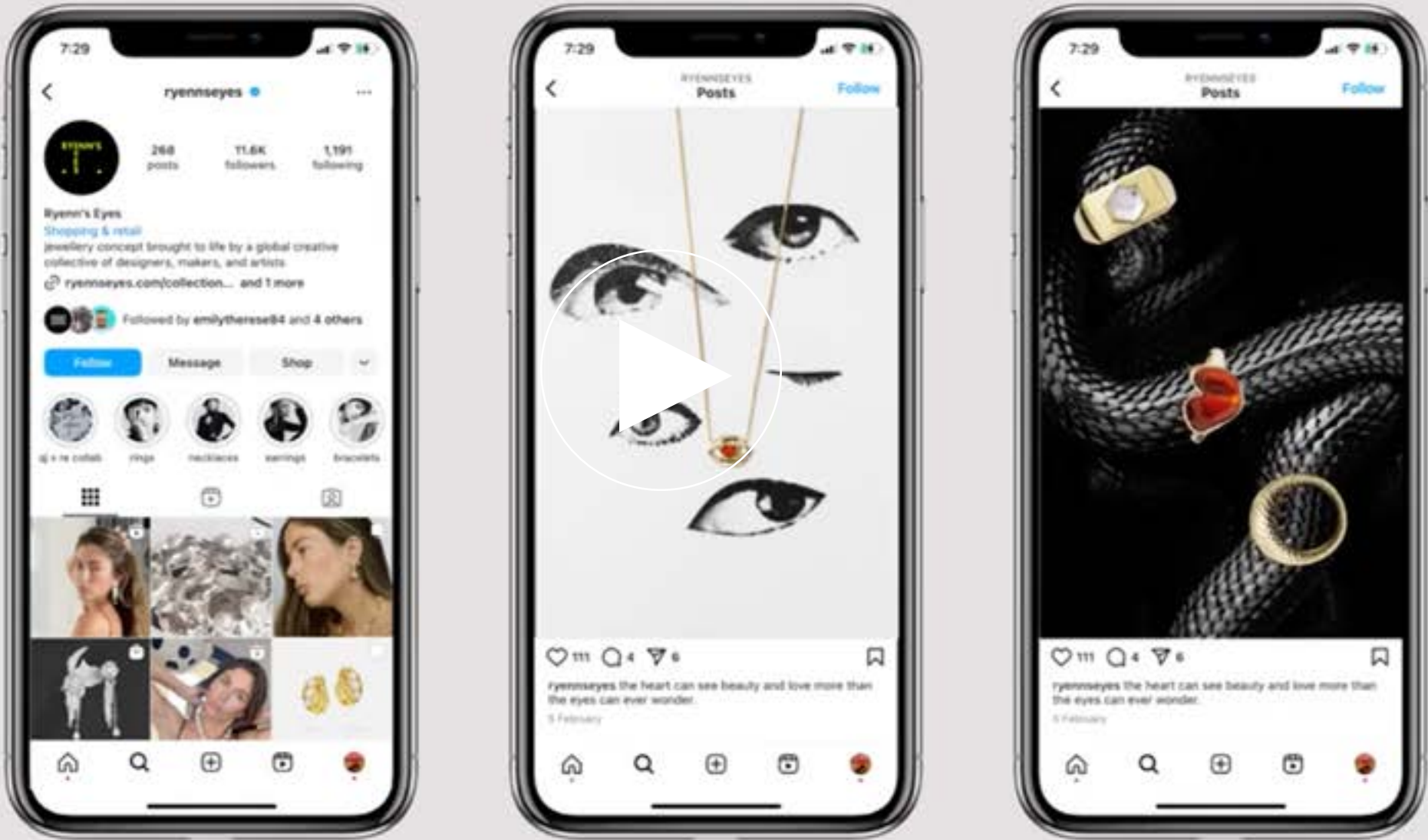
Brief

Envisioned by a diverse team of creatives from around the globe, Ryenn's Eyes is a demi-fine jewellery concept aim to target a new generation of trendsetters. In this project, my role is to **craft captivating and engaging social media video content** that embodies the brand's artistic and quirky aesthetic. I focus on creating unique, out-of-the-box content that sets us apart from other brands.









Campaign
Art Direction
3D Modelling
3D Animation
Asset Creation
Video Editing

Client: XOR
Industry: Technology
Location: UK/ Vietnam

Brief

As part of a promotional video project, I had the opportunity to create designs that highlight the phone’s elegant features. This project combined live-action footage with 3D renders, resulting in a full-length TV commercial aired on national television in Vietnam. Additionally, I produced **three web videos to complement the TV spot.**





Tomorrow's *technology*



Campaign
Branding
Art Direction
Asset Creation
Video Editing

Client: Smoothskin
Industry: Technology
Location: London, United Kingdom

Brief

Smoothskin is a British laser hair removal brand founded by the original inventor of the technology. A coherent global marketing strategy roll-out was devised to stand against recent competitors from the Asia pacific region.

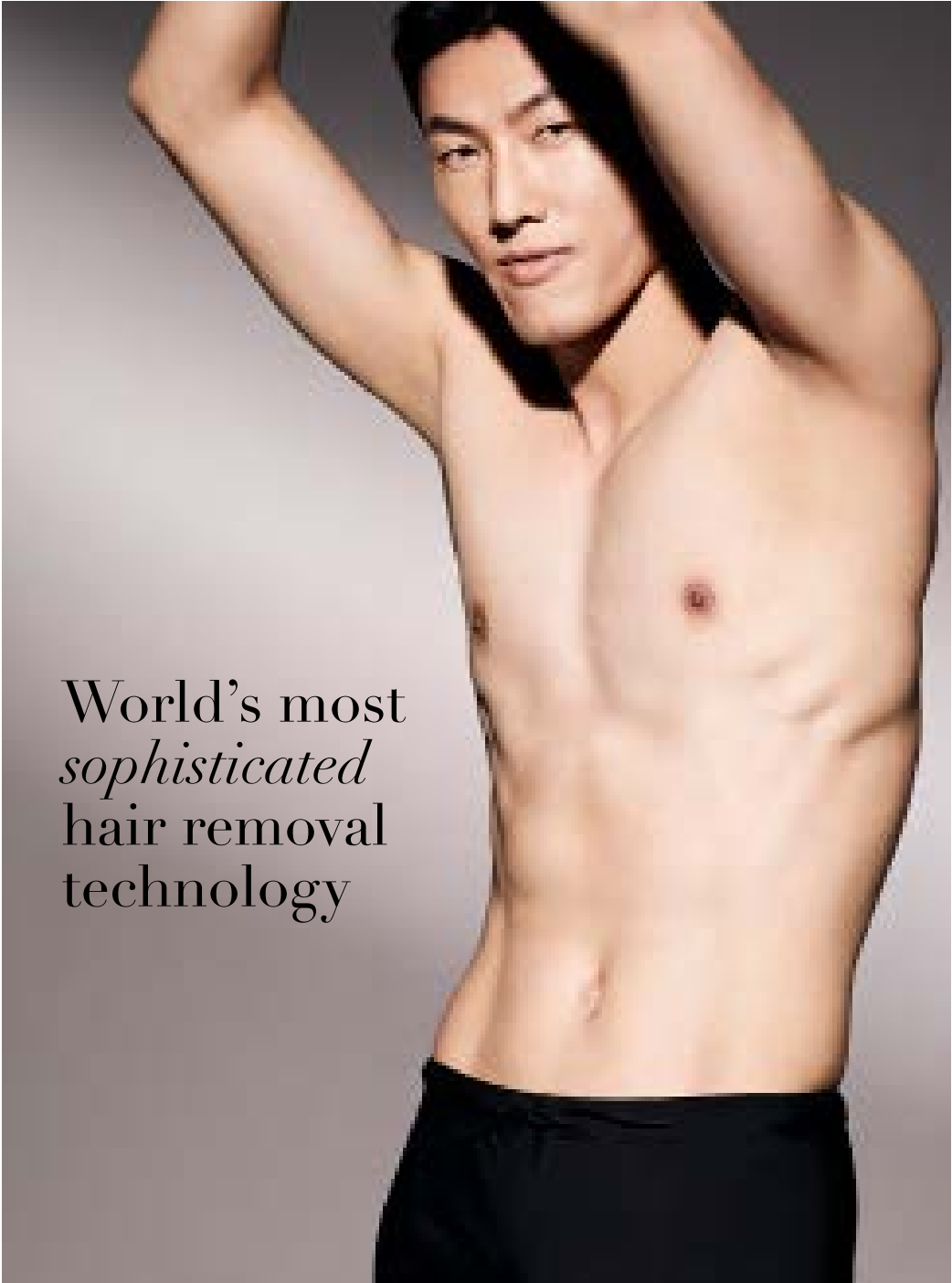
Deliverables include **Logo, Stationery, Brand videos, Print ads, Digital content and Packaging.**













Grosvenor Square No. 1

Campaign
Art Direction
Asset Creation
Video Editing

Client: Lodha
Industry: Real Estate & Property
Location: London, United Kingdom

Brief

Home to British aristocracy since the 1700s, No.1 Grosvenor Square has been at the centre of fashion and status ever since. This new development, constructed by Lodha - India’s leading and largest real estate developer, is London’s most desirable address.

I’ve devised concepts and art directions for the brand videos to showcase the landmark, as well as a set of social assets to engage with their wealthy audience. Sound of Quality stays relevant to ASMR trends of today to immerse viewer in the exceptional design, service & amenities No. 1 Grosvenor Square offers.



Frederick Tam

Art Director



Branding UI & Web Design

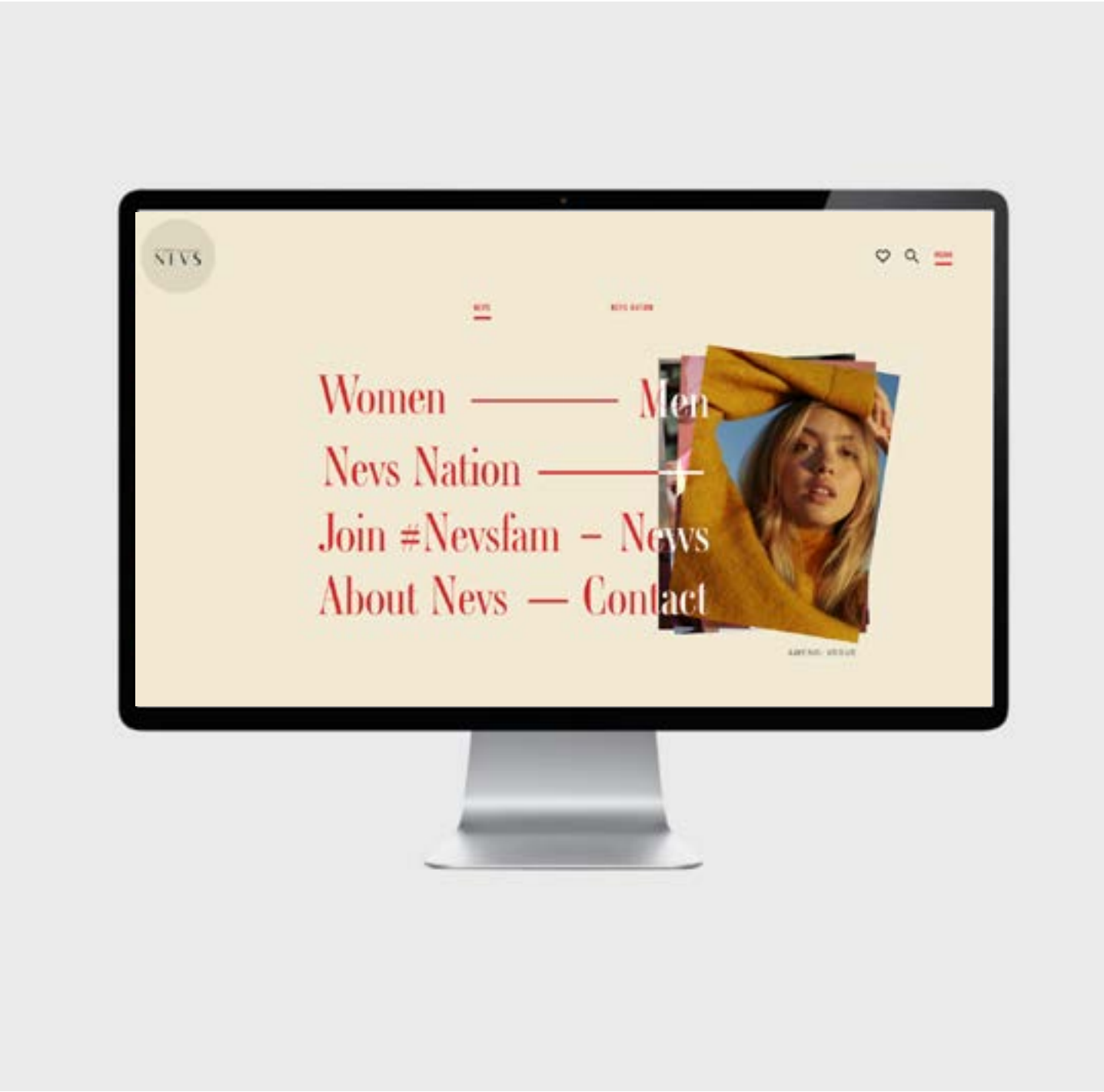
Client: News
Industry: Modelling
Location: London, United Kingdom

Brief

Nevs is one of the first model agencies of its kind in London. Now representing Influencers as well as models, Nevs struggled with incoherent branding across social media. A new **branding and web design** is commissioned to unify and strengthen their heritage brand.

With many departments and facets, the challenge of the Nevs web design brief is to create attractive and coherent visual cues that ties many uniquely individual areas of their service together housed under one website.





Branding
UI & Web Design
Art Direction
3D Rendering
Packaging Design

Client: SportsHai
Industry: Cosmetics
Location: London, United Kingdom

Brief

A revolutionary new concept in makeup for sports; combining high performance formulas with sustainability. My task, to create an iconic brand style, memorable and driven, that would propell the product throughout the athletic clique.

Deliverables include **Logo, Art Direction, Packaging and Website**





PUSH HARD. FIND YOUR SPORTS HIGH. —

SPORTS MAKEUP

You're tough, confident, at times fearless. When you set your sights high, you push harder and go higher. It's the inner beast that propels you. You get in the zone, find your sports high, and go for it.

You don't make compromises, and neither should your makeup. It has to be as healthy to put on your face as what you put in your body.

If you're the kind of person who lives life to the full, tough, confident, at times fearless

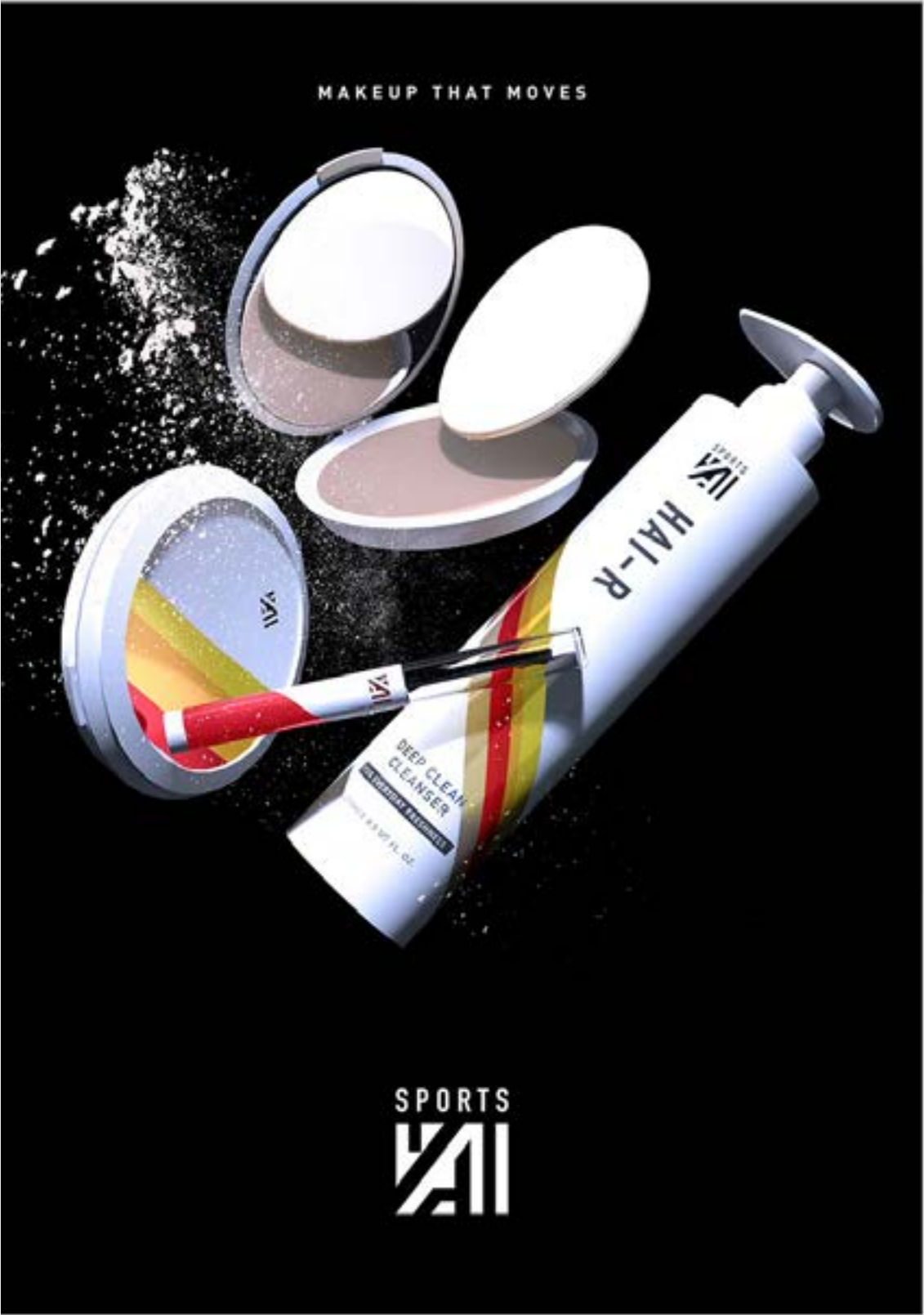
If you set your sights High,
You push harder and go higher.

If you are driven by passion, the inner beast propels you, you get in the zone

If you're unstoppable, unbounded,
uncompromising,

Boy have we got the product for you. Introducing Sports HAI Sports make up and skin care, tough, stylish beauty on the go.

Designed for and tested on professional athletes.



UI & Web Design

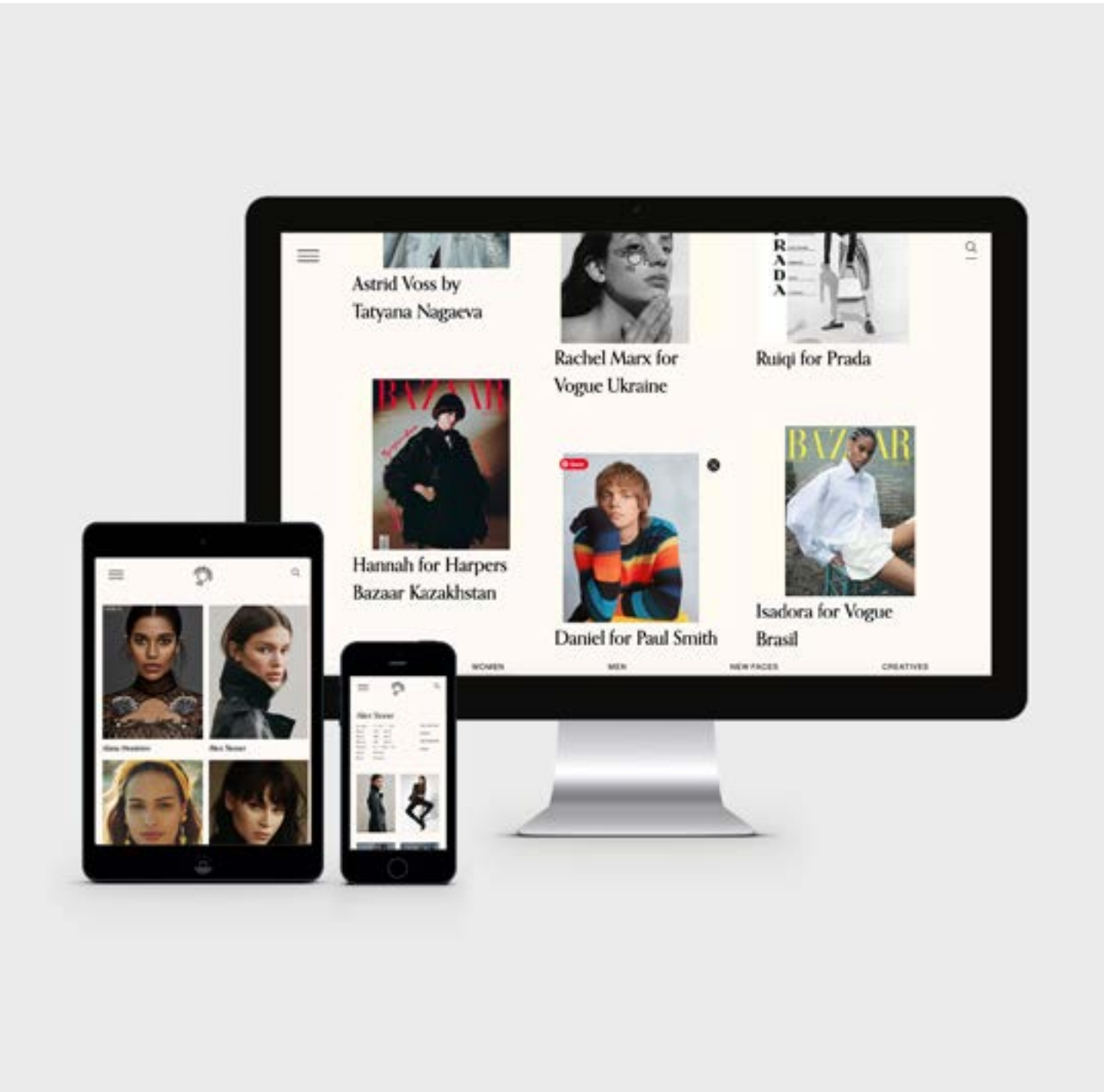
Client: Established Models
Industry: Modelling
Location: London, United Kingdom

Brief

A website design for the Iconic London model agency Established.

I delivered a custom **website** to support changing image formats. This included a fluid portfolio gallery to give an editorial feel in keeping with the agency’s fashion images. With an enhanced user experience, improved navigation, and an integrated model deck giving the agency an ownable style to elevate their presence online.





UI & Web Design

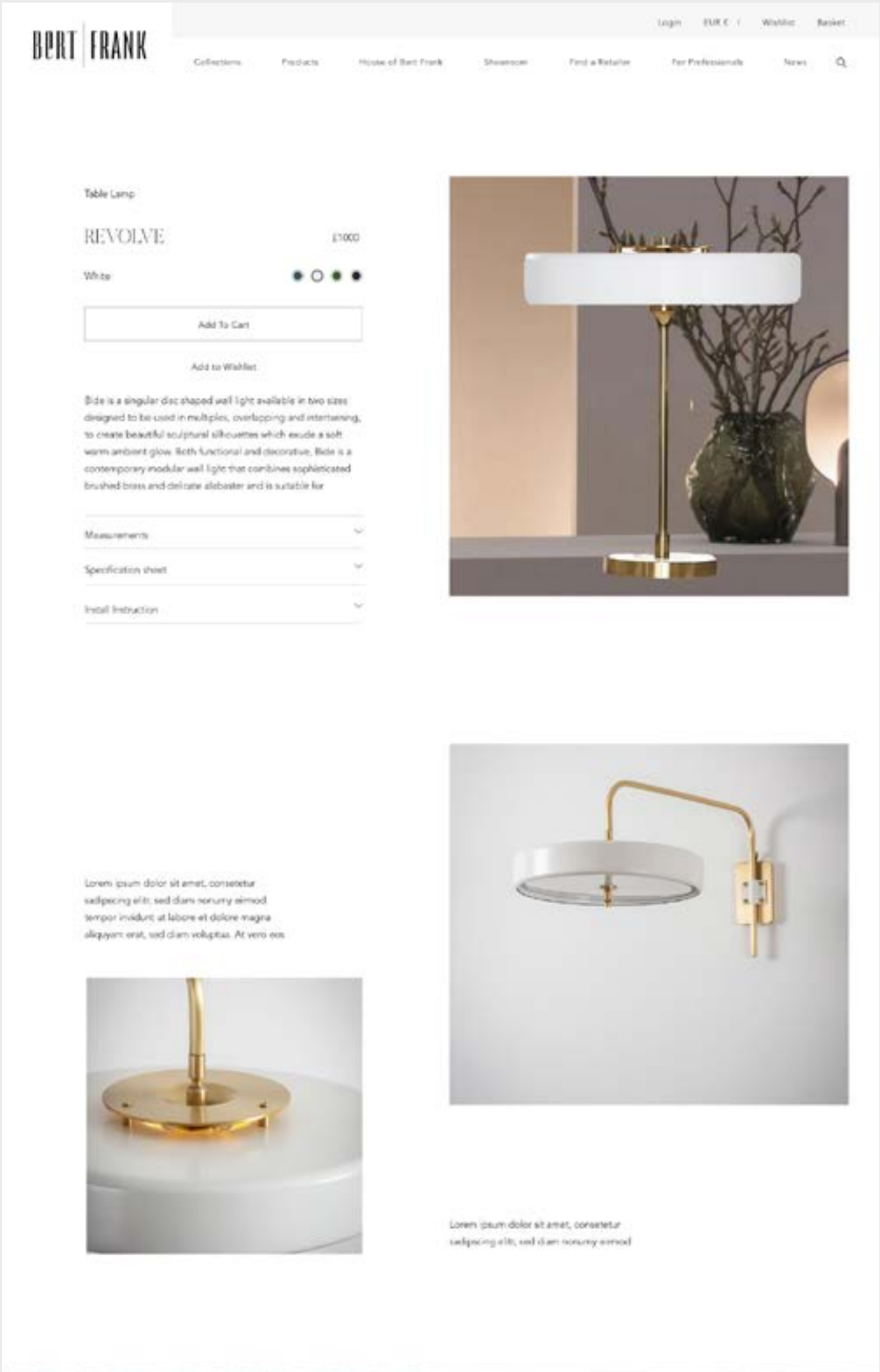
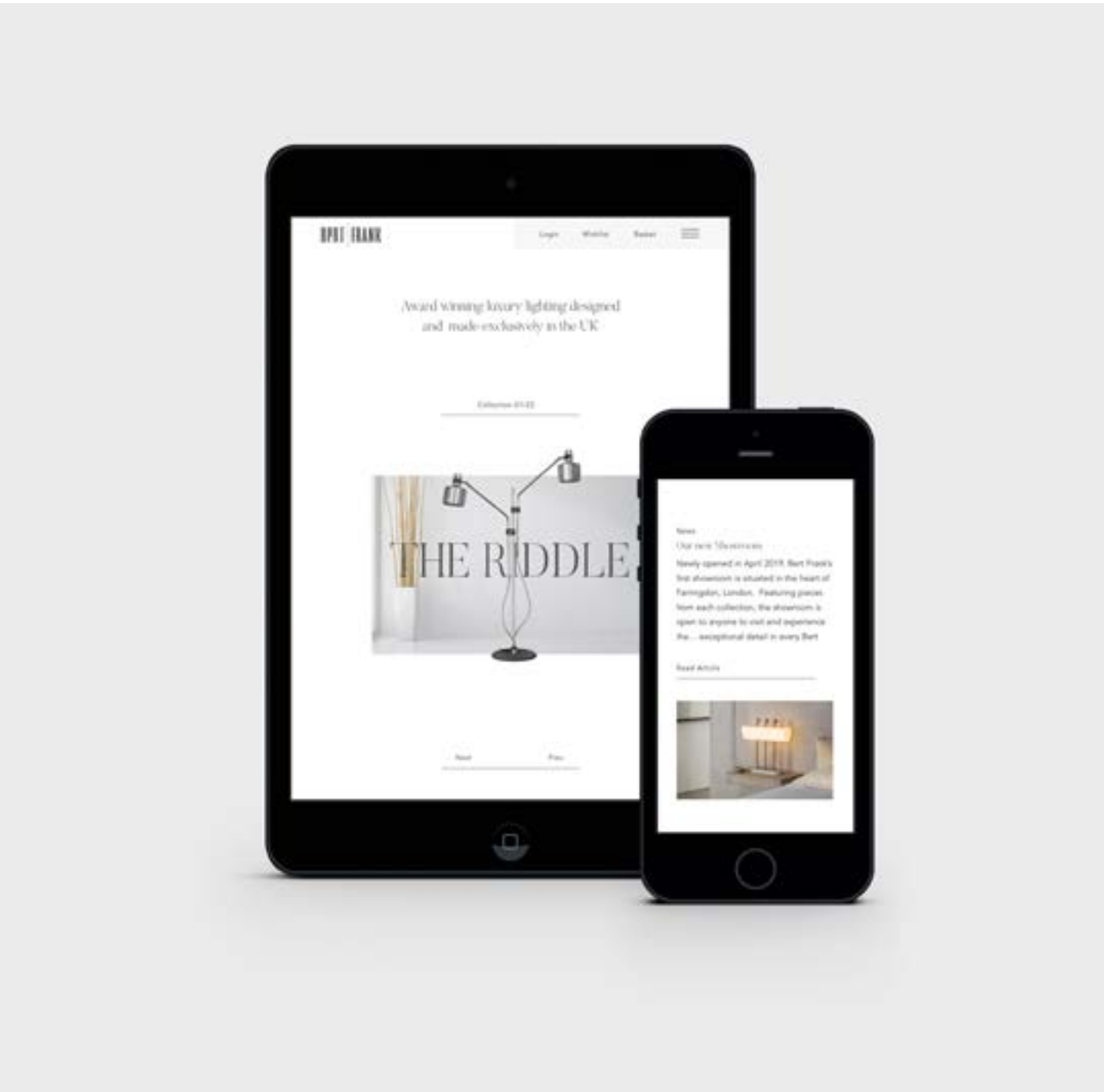
Client: Bert Frank
Industry: Lamps & Lighting
Location: Manchester, United Kingdom

Brief

British luxury lighting brand Bert Frank moves towards a pivotal US launch, the brand found itself with an opportunity to reevaluate its digital offering, specifically in order to stand out and succeed in the US market and amongst the competition.

A new **website** is needed to seamlessly connect their oldest lamp products with the newest and carry the business forward with a fully transactional site built on Shopify. The website has a geo-location function and shows products in currencies local to visiting users.





Branding
UI & Web Design

Client: Hudson Wright Easton
Industry: Advertising & Marketing
Location: London, United Kingdom

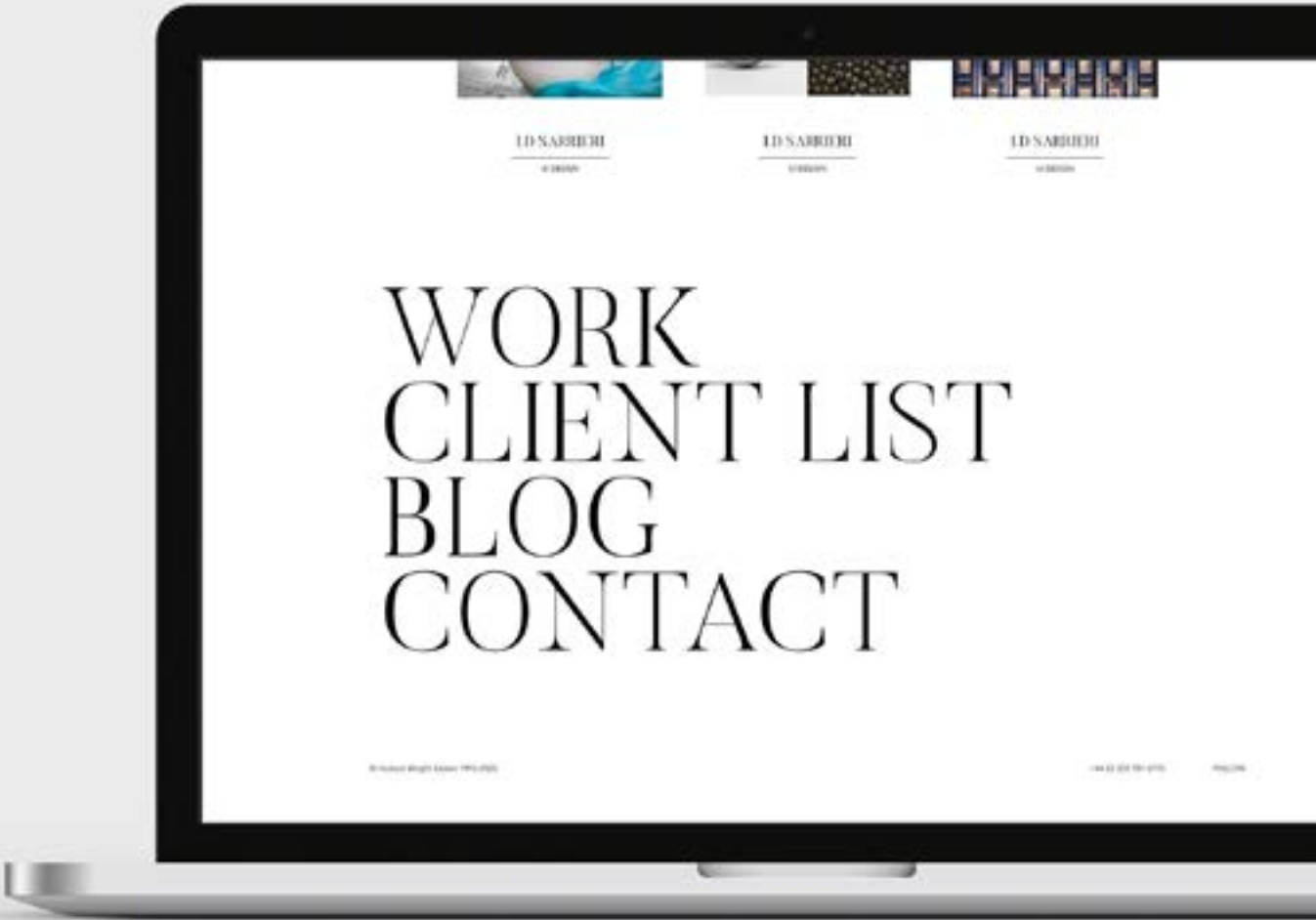
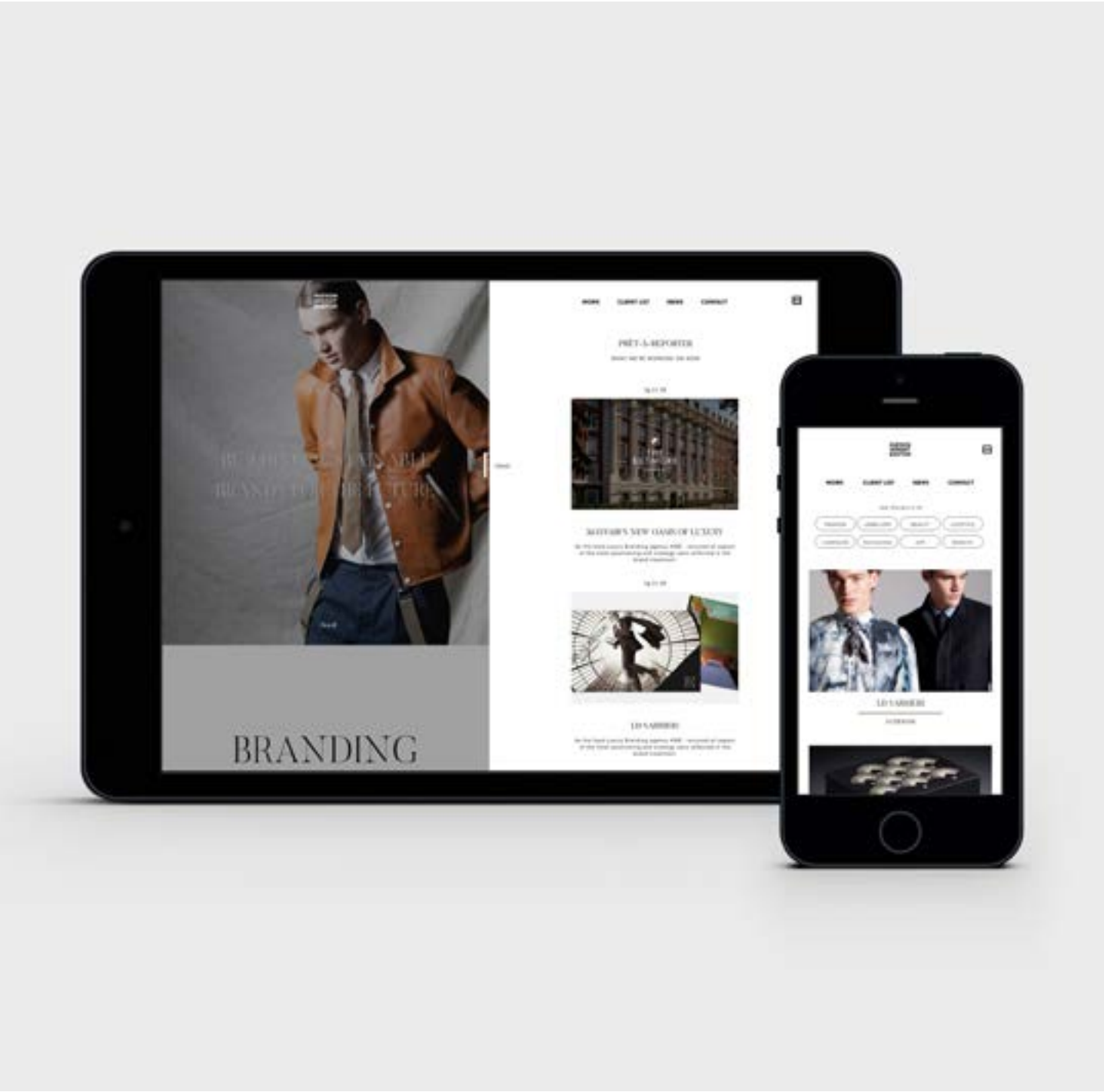
HWE is a Luxury Marketing & Branding agency. We create aspirational lifestyles for brands, informed by audience insight and metrics.

Brief

HWE is a marketing and branding agency specializing in luxury fashion, jewelry, beauty, and lifestyle brands. As the in-house designer, I undertook a **comprehensive redesign of the website to enhance its aesthetic and align it with contemporary trends**. This update integrates the agency's signature minimalist fashion editorial style while improving interactivity and creating smoother navigation for a seamless user experience. Bold graphic typography has been strategically employed to leave a lasting impression.

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NEASTONE

Scroll



Branding UI & Web Design

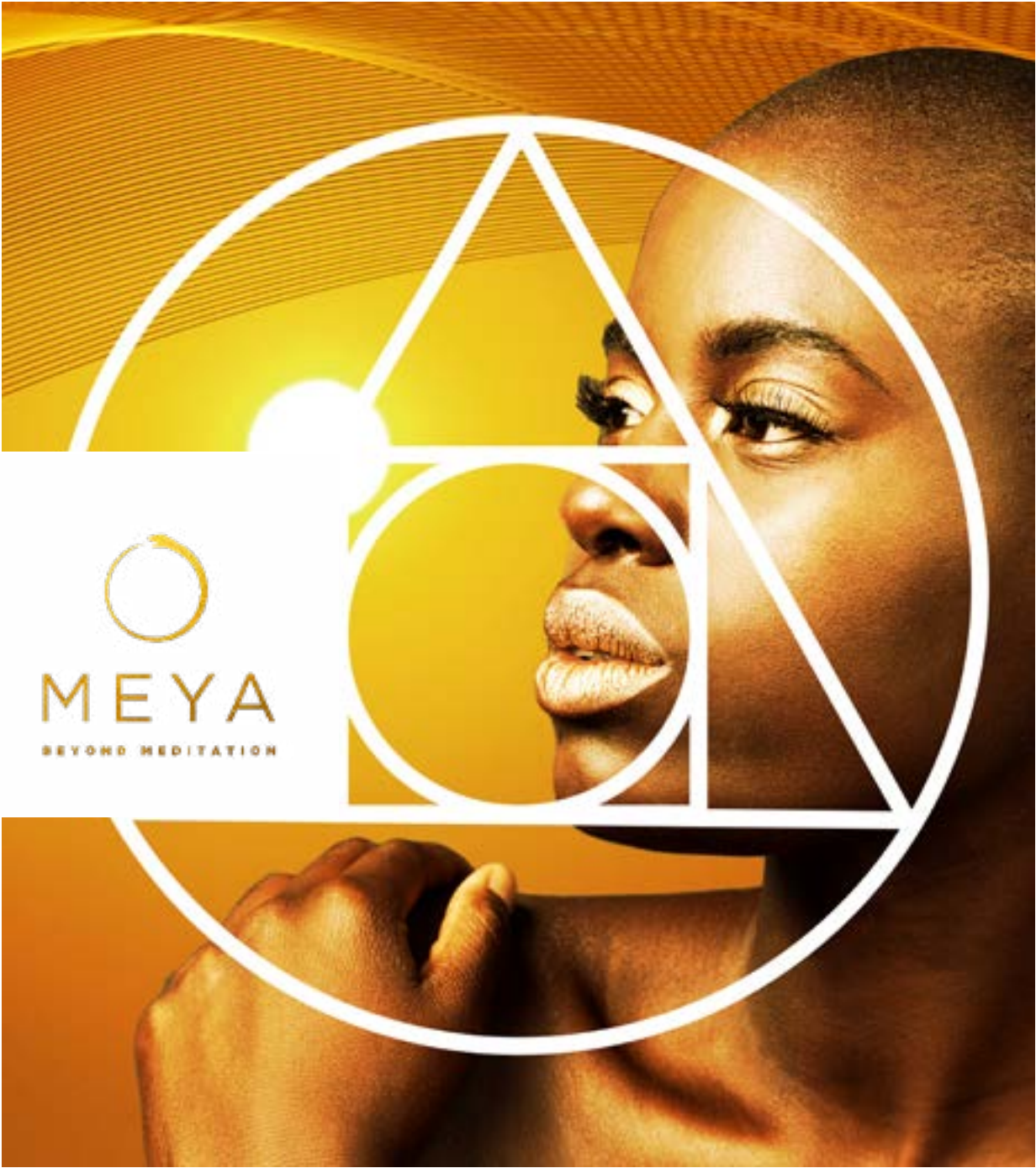
Client: MEYA
Industry: Health & Mindfulness
Location: London, United Kingdom

Brief

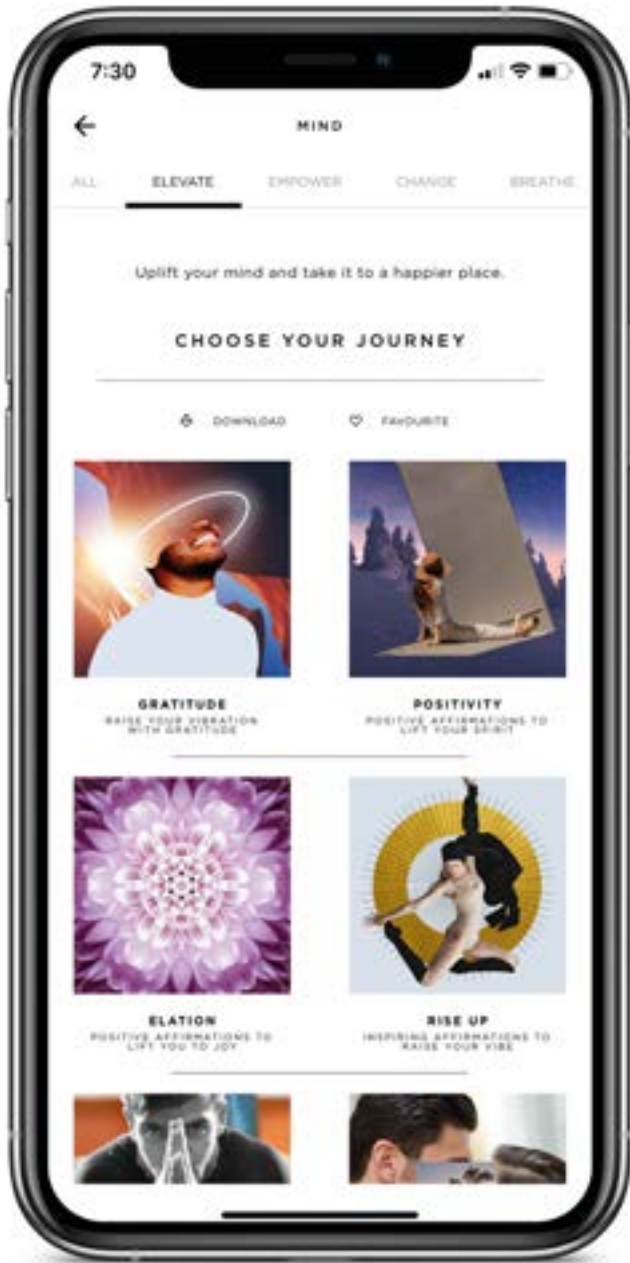
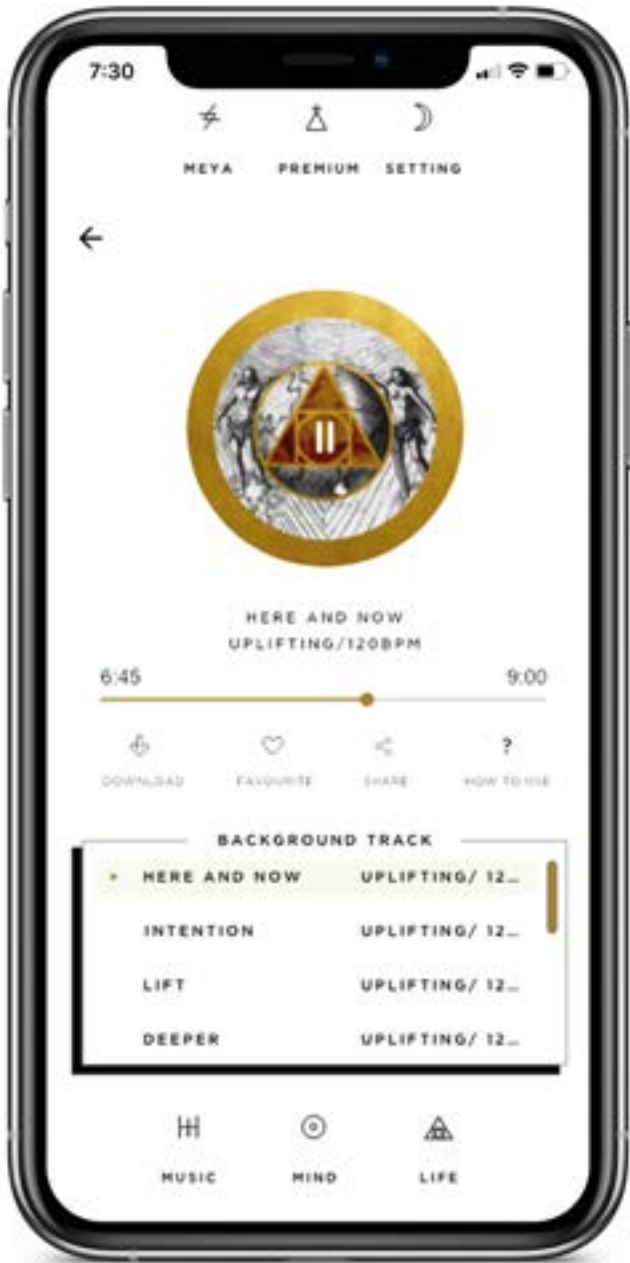
To devise a **logotype** and **digital experience** that captures and maintains interest for the mindfulness and wellness audience.

While turning the **brand story** into a compelling narrative for the consumer, I have developed an ownable image style using modernised alchemic symbols and references to editorial collage to create refreshing visual cues to prompt and inspire users.

The experience extends across mobile, tablet and desktop in forms of both **website and app**.







Dairy Crest

Campaign Art Direction Illustration

Client: Dairy Crest
Industry: Food & Beverage
Location: Surrey, United Kingdom

Brief

Dairy Crest is a leading British dairy products company. Each year they would with help of external agencies, create a series of campaign images that flaunt their creative flair.

I art directed and executed their 2019 campaign. Working on site with models and crew using **illustrated storyboards** i've made prior to the shoot, a style inspired by the modern family that relishes in natural surroundings with health conscious values at heart.

Frederick Tam

Art Director







Packaging Design
Art Direction

Client: PuzzleLux
Industry: Lifestyle
Location: Calgary, Canada

Brief

PuzzleLux is a Canadian based paper and pencil puzzle subscription service, luxuriously packaged and conveniently delivered directly to your door.

They have requested a **packaging design** created for the brand to showcase the attention to detail the brand has for their product. With the use of a series of high-quality paper and foiling, an exquisite packaging is conceived.

The packshots were meticulously **art directed** to capture promotional images of the premium packaging.



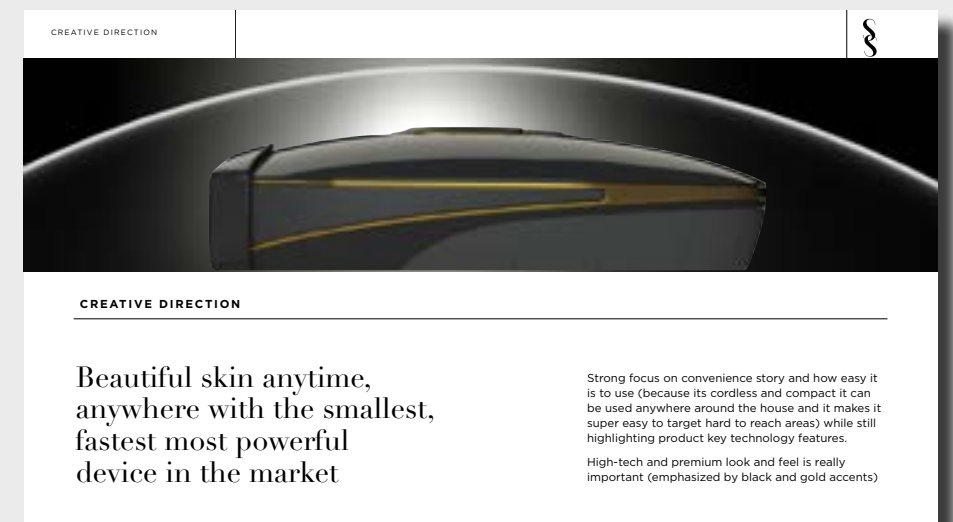
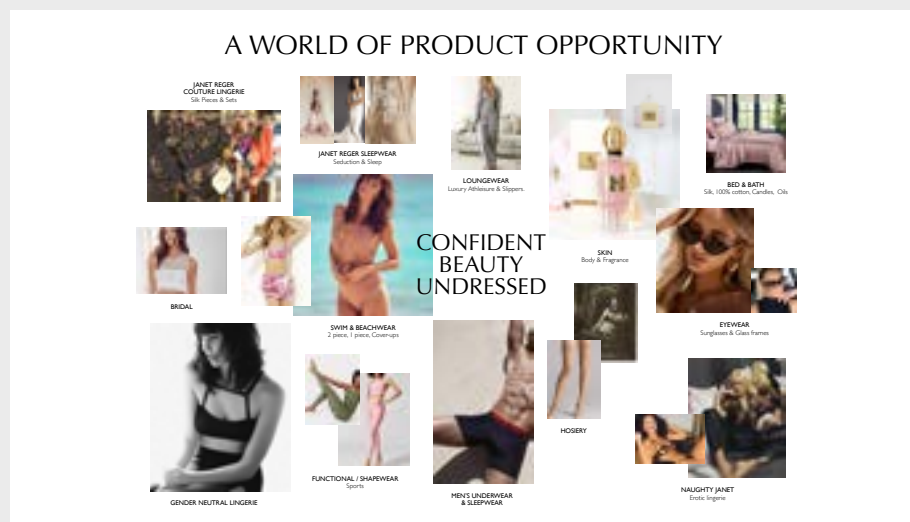
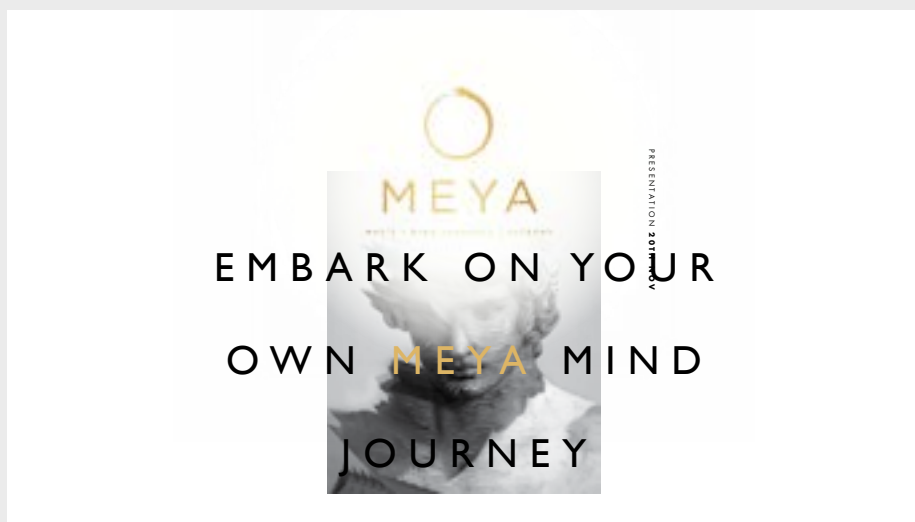
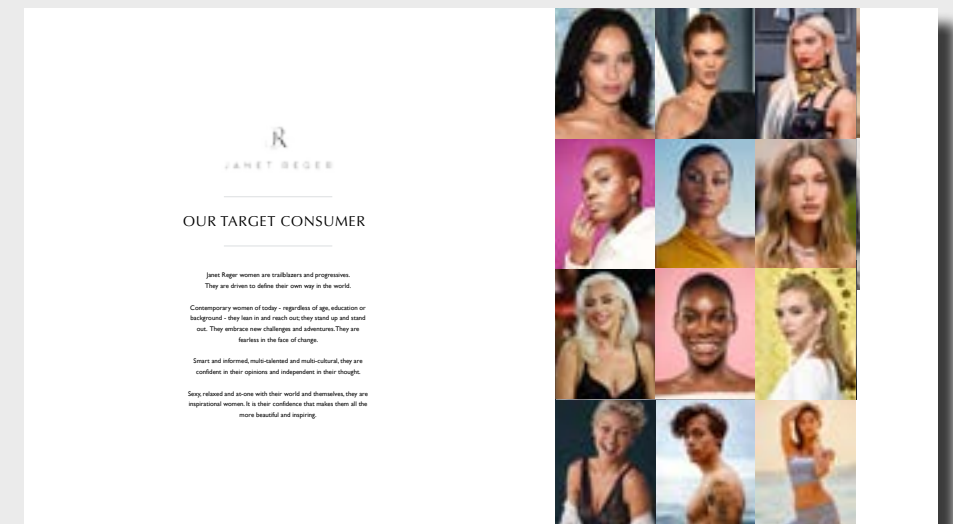
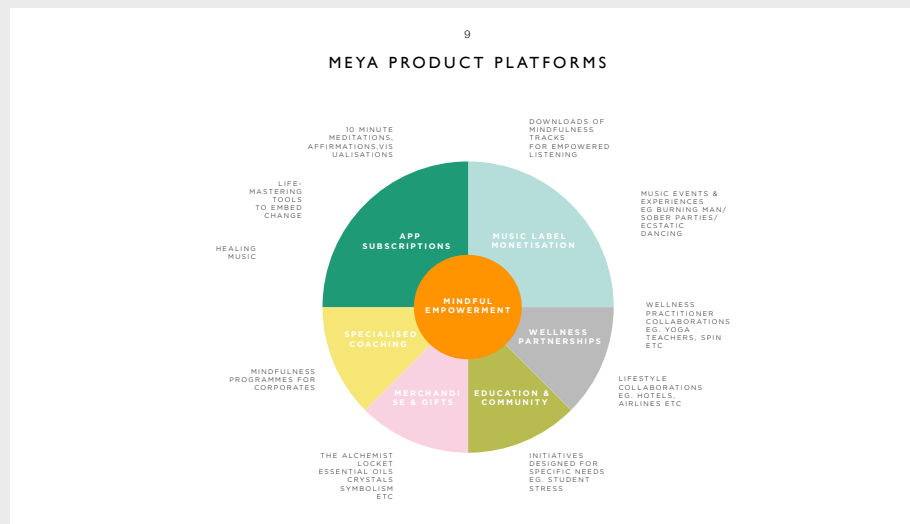
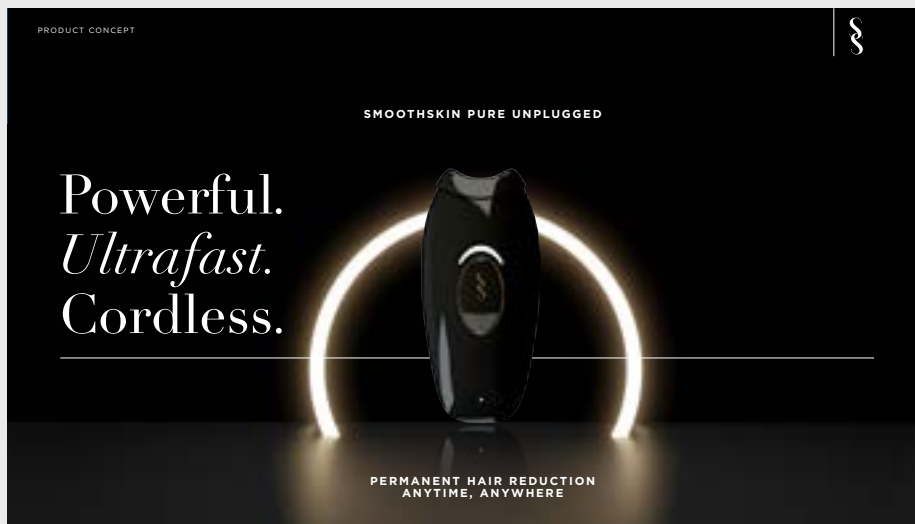
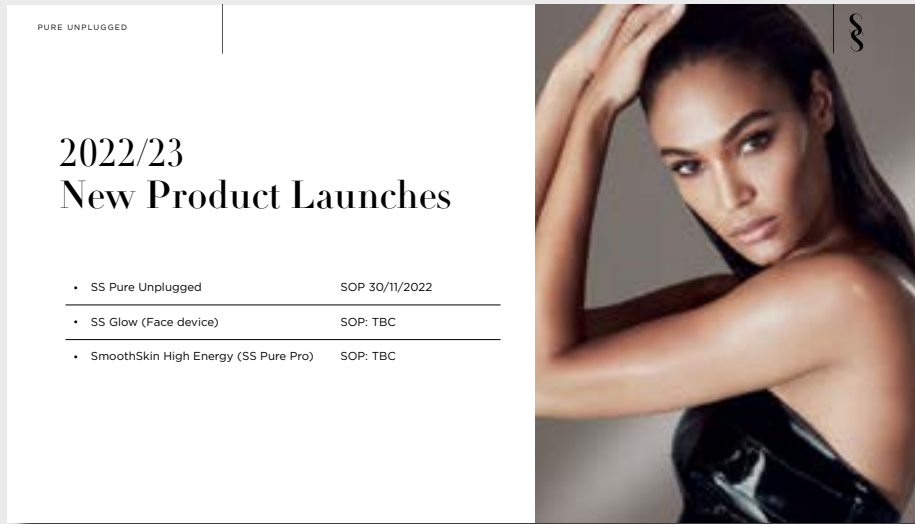


Slideshow Presentation Design

Frederick Tam

Art Director

Client: Misc.
Industry: Retail, Digital
Location: London, United Kingdom

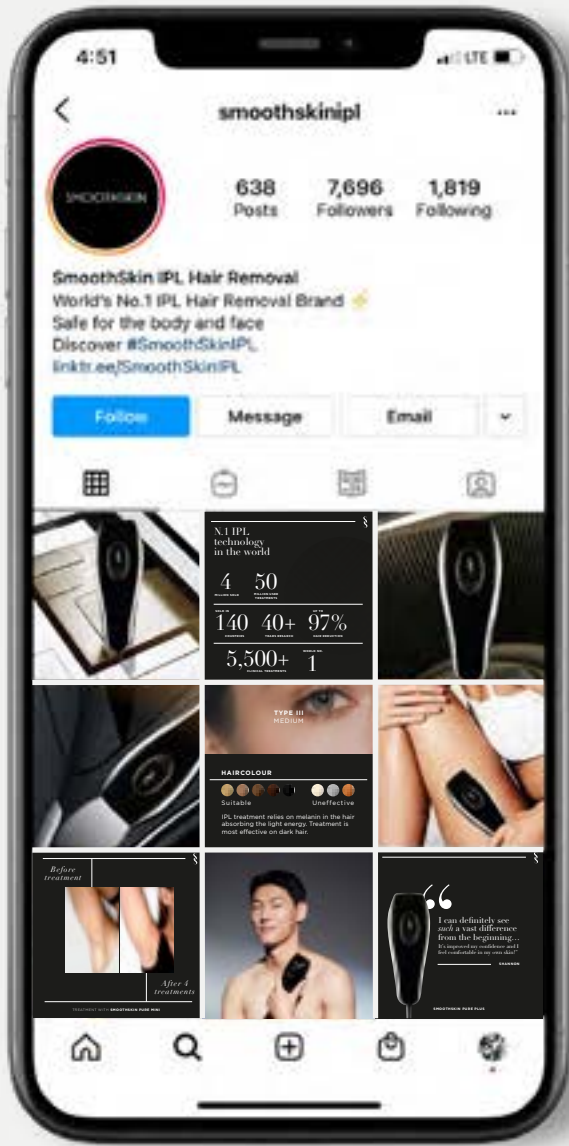


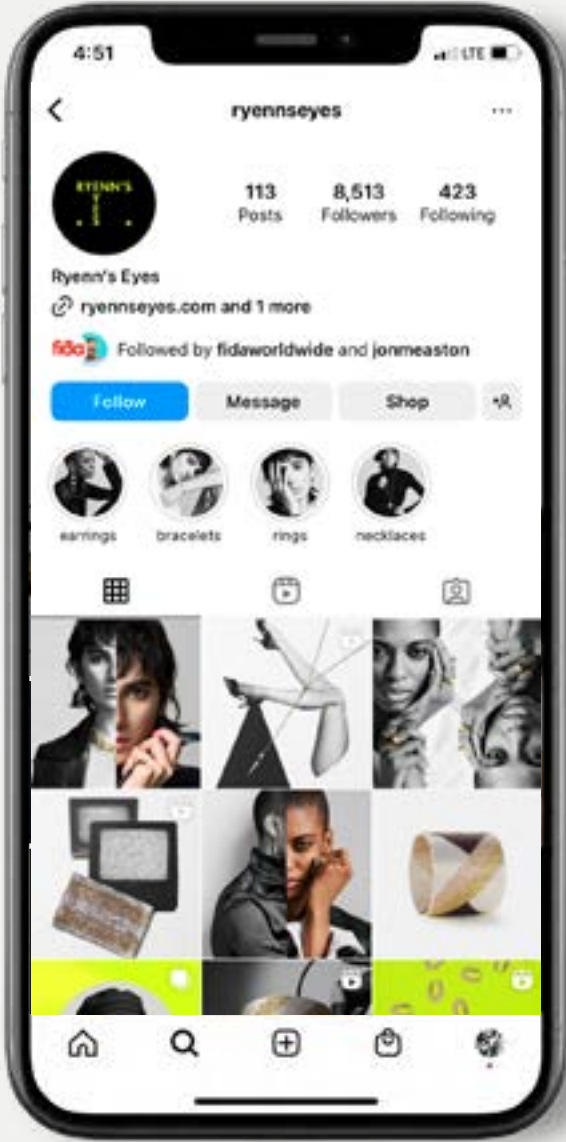
Social Media Content Creation

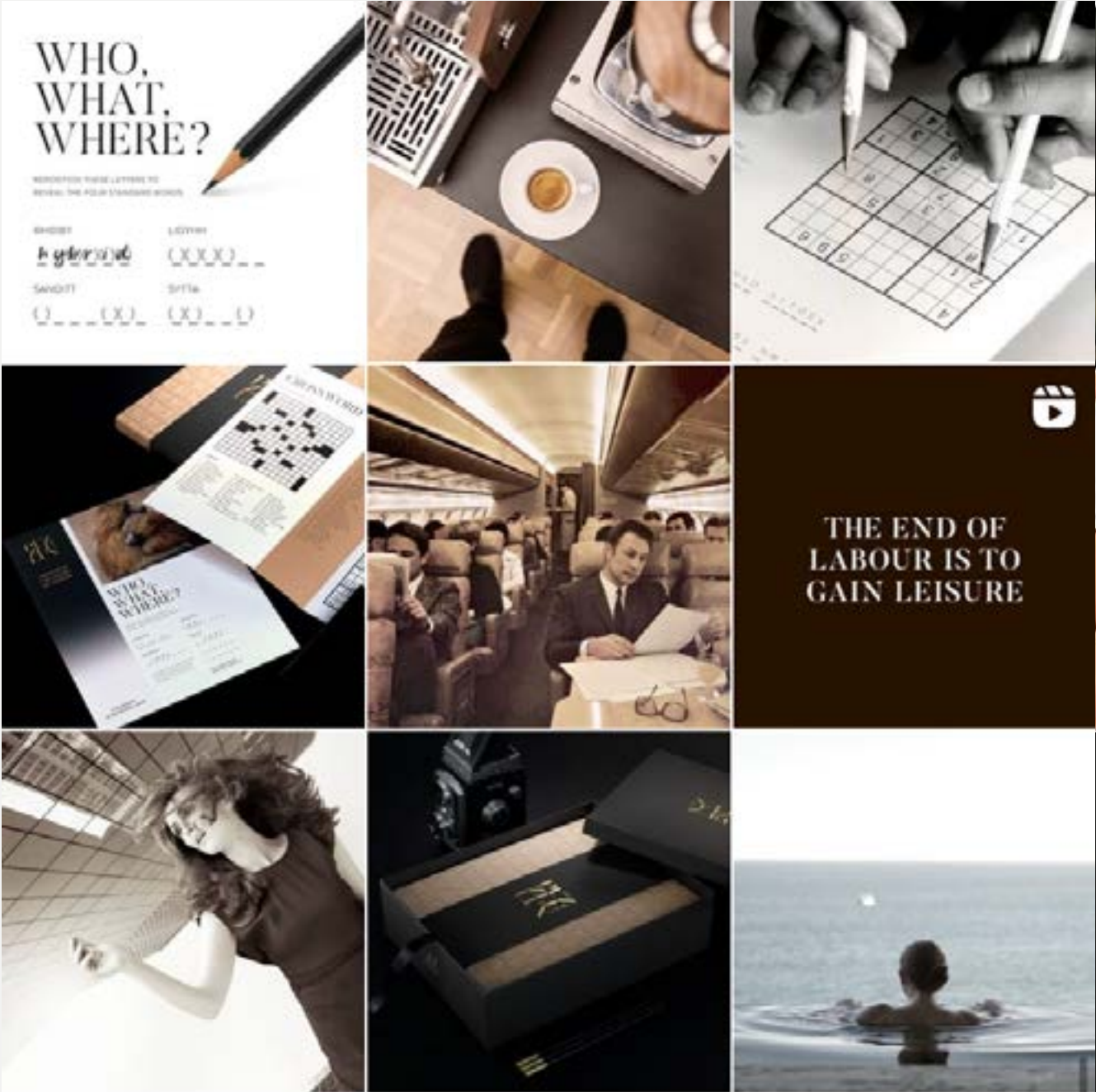
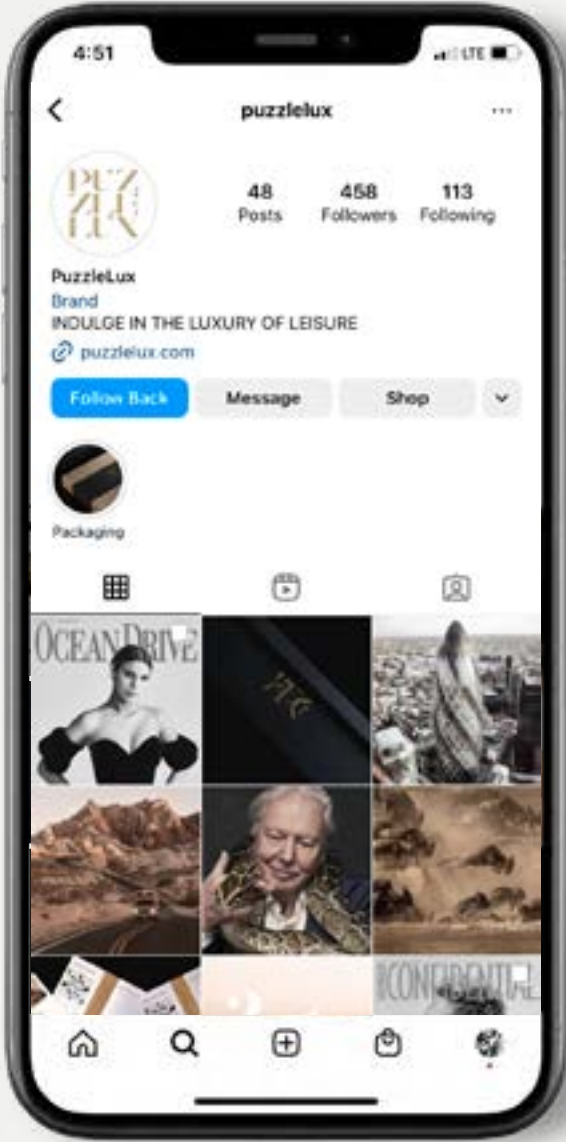
Frederick Tam

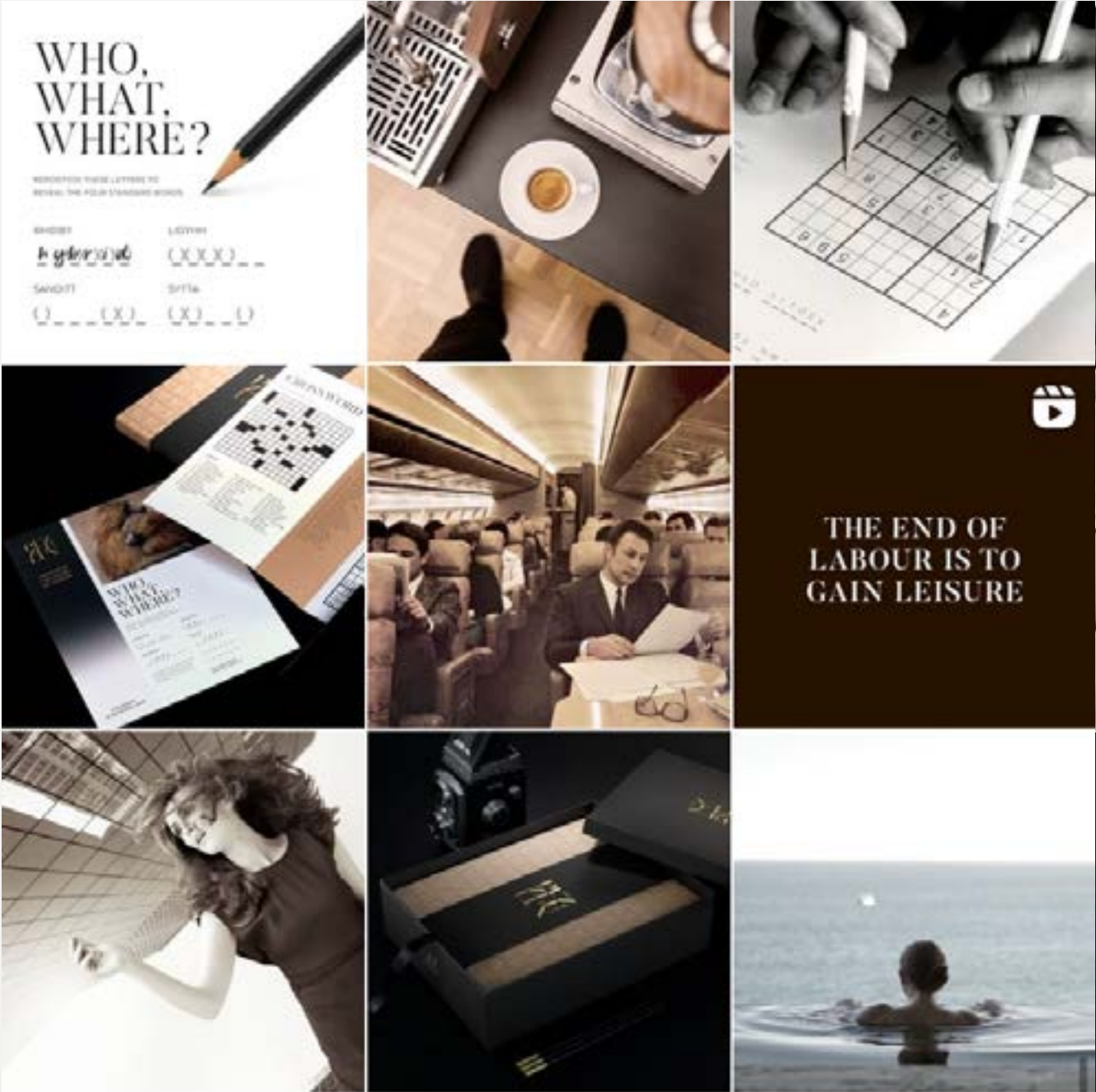
Art Director

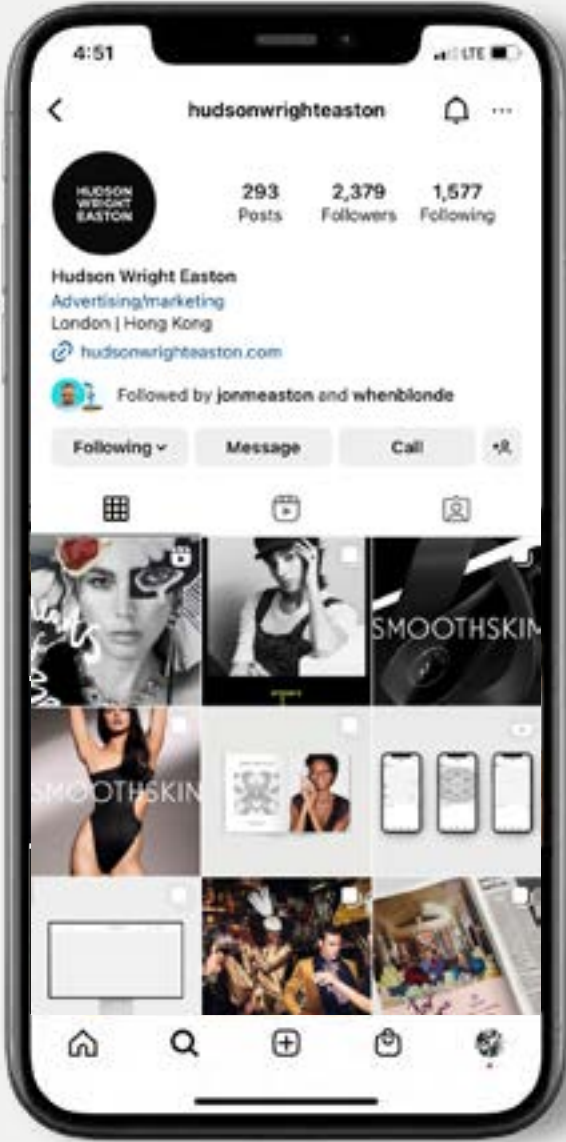
Client: Misc.
Industry: Retail, Digital
Location: London, United Kingdom











Thankyou

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