

Natalie Lam

Various agencies

/2018-present, NY

Executive Creative Director At Large

With my experience in the agency and brand worlds, as well as launching my own business, I lead large scale integrated pitches, brand campaigns and global brand platforms for agencies and brands.

Google Art, Copy & Code

/2017-2018, NY

Executive Creative Director

I led the creative disciplines for Google's in-house special projects agency, combining the traditional crafts of art+copy, with user experience and Google technology to tell stories and create tools for a data-driven world.

The Foxgrove

/2015, NY

Co-founder

I co-founded The Foxgrove, a boutique electronic music and DJ school, aiming to turn music creation and DJing into a new mainstream creative hobby, and bring a bit of soul into everyone's lives.

Razorfish

/2014-2015, NY

Executive Creative Director

I headed up the creative department of Razorfish's flagship NY office, with over 50 creatives. I oversaw key interactive, social campaigns and large-scale platform work. Under my leadership the NY office had the most award-winning year since the agency's inception.

Key clients: Spotify, Mercedes Benz, Uniqlo, CitiBank

McCann Erickson

/2011-2014, NY

Executive Creative Director

I joined McCann in the beginning of its new era, transforming from a heavily TV and print-driven agency, to an integrated, multi-disciplinary one. I had the honor of working with a team of world-class mavericks to break down walls and introduce new thinking to both clients and internal agency staff.

Key clients: IKEA global, L'Oreal, Nespresso, Coke

OgilvyOne

/2008-2011, Shanghai

Executive Creative Director

In an ever-changing landscape, I led and grew the creative practice in the fastest-growing office of Ogilvy Asia, at a time when major multi-national brands were relocating their Asian headquarters to Shanghai. In my 2+ years there, I helped these clients establish strong brand and cultural relevance, with significant market share.

Key clients: Unilever, Adidas, Chanel, The North Face, Lee Jeans, Vans

R/GA

/2003-2008, NY

Creative Director

I was fortunate to be at R/GA during its key years transforming from a production shop to a full-fledged interactive agency. After two years serving a range of clients in the fields of finance, technology, retail, I became the creative director of Nike Running and NIKEiD, with the launch of Nike+ in 2006. Subsequently, I had a blast leading many Nike's global digital campaigns such as the Nike+ Human Race, NIKEiD's global platform re-haul and the launch of NIKEiD studios.

Key clients: Nike, Target, Intel, Johnson & Johnson, Bank of America

Various agencies

/1995-2003, NY

A bit of everything

I got my start as a print designer at a branding agency, and moved onto being a "new media" art director in a technology consulting firm. Then I spent 4 years riding the dotcom wave as a creative director in an interactive creative startup. I learned a lot.

Natalie Lam

Select awards.

Cannes

Cyber Grand Prix
Titanium Grand Prix

D&AD

Black Pencil

One Show Interactive

Best of Show
Best of the Digital Decade

AdAge

Digital Campaign of the Decade

Clio Awards

Grand Clio, Best of Show

International Andy Awards

Best of Show

Art Director's Club

Gold Cube

Creative Review

Winner

Creativity Awards

Winner

Webbys

People's Choice Awards

London International Awards

Gold

AdAge China 2009

Top 10 Campaigns

Select press.

Work published in:

D&AD
Creative Review
Creativity
AdAge
I.D.
Contagious
PSFK
Campaign Brief Asia
Graphis
Print
Communication Arts
Rockport Books

Press/interviews:

Rolling Stone
Fast Company
The NY Observer
Thrillist
World's Most Influential
Female Creative Directors
The Little Black Book
AdAge
AdWomen
I Have an Idea
Elle China
Longyin Review
AdAge China
Campaign Brief Asia
SheSays

Select Juries.

Cannes

D&AD
Art Directors Club Interactive (Jury chair)
One Show Interactive
One Show Best of Digital Decade
Communication Arts Interactive
IAB MIXX
AdFest Asia (Jury president)
Longxi Awards Asia
International Andys
The ADDYS
New York Festival
Le Book Connections

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