# Nathan Lew

nathanlew.com

## Experience

**K-Scale Labs**

**Design Engineer (contract)**
Dec. 2024 – May 2025

Established initial visual design systems to unify marketing web and digital product interfaces of the K-Scale suite of humanoid robots.

Art directed and developed early versions of the company website, helping raise over $1M in pre-seed and Series A funding during the launch of flagship robot, K-Bot.

**TEDxSFU**

**Creative Director**
Mar. 2023 – Jan. 2024

Designed a staple display typeface used across all conference visuals in spirit of the theme, “Unmask the Magic”.

Developed the conference website, educating viewers about TEDx’s mission toward surfacing local stories, raising over 1000 ticket sales.

Collaborated with content, external relations and marketing teams in developing consistent copywriting style and layouts across various partnership materials to foster brand recognition and buy-in.

**Invoke Digital**

**Product Design Intern**
Sept. 2023 – Dec. 2023

Designed various digital solutions to streamline internal operations for leading North American automotive dealerships by interviewing frontline employees to better understand their workflows.

Developed and walked through high-fidelity prototypes of project proposals, building clients’ confidence to share for internal adoption.

**Guusto Gifts**

**Marketing Design Specialist**
Jun. 2021 – May 2022

Redesigned and migrated company site to Webflow after auditing previous web designs and code, aligning visuals to meet business needs and enabling marketing staff to rapidly update content.

Implemented a test gift service, ROI calculator and additional online tools with custom JavaScript, enabling clients to explore Guusto’s HR reward offerings before subscribing.

**SFU Surge**

**Visual Designer**
May 2020 – Feb. 2022

Designed the visual identity and site for the club’s annual hackathon, Stormhacks, gaining 800+ applicants across all promotional material.

Created and illustrated event mascots to improve brand recognition among students through custom merchandise, Discord emotes, and motion graphics, fostering a legacy of community among attendees.

## Education

**Simon Fraser University**
Vancouver, B.C.

Sept. 2020 – May 2026

Bachelor of Science with Distinction

Major in Interactive Arts and Technology
Specialization in Interaction Design
Specialization in Digital Development for Web & Mobile

Undergraduate Entrance Scholarship Recipient

## Skills

**Competencies**

Experience design, graphic design, user research, copywriting

Prototyping, design systems, creative coding, web development

**Tools**

Figma, After Effects, Photoshop, Illustrator, InDesign, Affinity, Cavalry

React.JS, Next.JS, Svelte.JS, Typescript, WebGL, HTML/CSS, Webflow

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