



JAMIE LIM

User-Centered Design | Art Direction | Content Creation | Advertising

Multidisciplinary Designer with 2 years of freelance and internship experiences in art direction and design. Highly adept in ideating creative ideas and concepts in digital and physical channels. Developed over 50 graphic design projects, worked regularly with graphic, layout, motion graphics and production materials. Aims to create content that blow minds and take breaths away, instead of wasting six seconds and pressing 'skip'.

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EDUCATION

2017 - 2021

Nanyang Technological University
School of Arts, Design and Media

Bachelor of Fine Arts
Majored in Design Art
GPA: 3.91 (Honours Merit)

2020

Columbia College Chicago
Semester Exchange

Bachelor of Fine Arts
Majoring in Graphic Design
GPA: 4.0 (Dean's List)

2013 - 2016

Ngee Ann Polytechnic
School of Business and Accountancy

Diploma in Business Studies, Majored
in Marketing Communications

SKILLS

Software Skills (Mac OS)

Adobe Creative Suite

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|---------------------|------------|
| Adobe Photoshop | Proficient |
| Adobe Illustrator | Proficient |
| Adobe Indesign | Proficient |
| Adobe After Effects | Moderate |
| Adobe Lightroom | Moderate |
| Arduino | Moderate |
| HTML/CSS | Elementary |
| Microsoft Office | Proficient |

Language Skills

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|---------|--------------------|
| English | Writing & Speaking |
| Chinese | Writing & Speaking |

Other Skills

Film & DSLR Photography
Watercolour, Digital Painting & Illustration
Handcrafting Polymer Clay

SHOWCASE

Coconut Tales

ADM Grad Show
May 2021

Inkverse

Elbphilharmonie Media wall,
NTU Media Art Nexus Wall
Nov 2019 - Feb 2020

Depart

Noise Metaverse
Feb - Mar 2019

WORK EXPERIENCE

Jun - Oct 2020

Edelman Singapore Pte Ltd

Digital Intern

Assisted Edelman Digital's Studio team in producing digital creative content - social media posts, banner ads, GIFs and website page designs. Worked on creation of illustration library for clients, including designing of presentation decks, guides and new project pitches. Clientele: Singapore Global Network, Paypal, Microsoft, Mitsubishi Power, Temasek Ecosperity, Shell, GSK Panadol, Traffic Police & Ajinomoto.

Aug - Nov 2019

Deskera

Graphic Design Intern

Involved in the creation of Deskera's visual identity, new colour palette and design style. Created social media artwork posts, EDMs, billboard banners, booth designs, corporate merchandise, pull-up banners and designing of decks (corporate decks, recruitment decks, presentation decks)

May - Jul 2019

Ruder Finn Southeast Asia

Art Intern

Assisted in the production of design and branding concepts for new client pitches. Designed social media visuals for clients such as Estee Lauder and Sunnyside Singapore. Created UI/UX design mockups for internal and external organisations.

Sept 2018 - Jun 2020

Nanyang Technological University

Freelance Designer

Designed and conceptualised event posters, banners, social media artworks and EDMs. Worked for various NTU faculties - School of Physical and Mathematical Sciences, School of Electrical and Electronic Engineering, School of Social Sciences, Nanyang Technopreneurship Centre and Nanyang Business School.

Apr - Aug 2018

Ninetyfour Pte Ltd

Graphic Design Intern

Designed social media collaterals, name cards, logos, brochures, illustrations, web design and copywriting. Handled multiple clients' design requirements.

OTHER EXPERIENCE

COCORATO

Founder/Maker

Jul 2020 - Present

Solely managed an online handcrafted jewellery shop. Task includes: administrative work, social media content, designing and production of products. Planned monthly content calendar and initiatives to engage with followers. Art directed and executed photography of product shoots. Gained management, multitasking, digital marketing and entrepreneurship skills.

NTU Hall of Residence 8 Junior Common Room Committee (JCRC)

Honorary General Secretary

Sept 2018 - Sept 2019

Worked in a team of 4 to lead and set direction for the hall. In charge of all administrative work and leading a team of 13 junior directors. Also in charge of design, layout and copywriting of Hall 8's yearbook "The Eighters Years". Handled curation of content, photography, copywriting for events and matches.

Publicity Director

Sept 2017 - Sept 2018

Was put in charge of designing posters for hall events and painting of event banners. Designed exclusive stickers and social media artworks - event calendars, timetables, Instagram story templates. Given the creative freedom with design tasks, came up with new and fresh initiatives to engage residents through social media.

NTU Union Orientation Camp (UOC)

Chief Publicity & Publications

Sept 2017 - Sept 2018

Overall in charge of publicity collaterals and photography during camp events. Planned, executed and conceptualized video and photoshoot for UOC 2019.