EJ LIM
Graphic Designer
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Summary

Strong Graphic Designer working on multiple projects for internal and external websites in a collaborative environment. Strong technological and design strengths that have led to successful website and UI interfaces. Looking to leverage these abilities to a company.

Skills:

Applications: Adobe Creative Suite, Figma, Adobe XD

Experience

Inbeautics

Redesign and develop e-commerce website. Assist with ongoing visual and functional maintenance on the site. Work with the CEO daily to keep the website up-to-date. Create or improve digital and physical brand assets.

- Design advertising content and webpage layout
- Implement SEO and email campaigns
- Design digital & physical, layouts, and landing pages
- Facebook and Google analytics set up and campaigns
- Utilizing App integrations, theme setup & maintenance, content management and custom page creation

Norco Delivery

- Lead design and update web pages, promotional graphics and visual presentations. Determine and develop the look and feel as well as the visual execution of product interfaces, web page layouts, graphic images and online advertising materials for new products, features for integration into the web sites.
- Design and export assets (screenshots, icons, banners) for intranet/external site.

Pet Insurance

- Collaborate with the Product Managers, Designers, and User Experience Designers to ideate, design, prototype, to solve customer needs.
- Design mockups to communicate UI behaviors and animations, including the production of screen layouts, user interface elements, and icons.
- Produce storyboards, design specifications, and assets for development on web platforms.
- Work with development and quality control teams to ensure that designs perform in real life as intended in mockups.
- Effective verbal and visual communication skills to describe research, conceptual ideas, detailed design, and design rationale.

- Ability to use a variety of methods and tools to convey ideas and concepts (e.g. storyboards, wireframes, prototypes, etc.).
- A superb understanding of graphics, typography, animation and web best practices and guidelines.

Unisys SharePoint Designer/Developer Administrator
- Design and develop SharePoint Team Sites and Portals working with various internal and external teams across the company.
- Conceives, designs, lays out, coordinates and implements prototypes to be build out as new portals and templates used across the Portals to maintain consistency.
- Contribute to the design group's efforts to enhance the look and feel of the organization's strategies and goals relative to external communications.
- Ensure design solutions are appropriate for targeted audience, meet project specific criteria, reflect best practices, and add value to the company's strategy and vision.
- Responsible for managing/performing updating information that enhances the value of the site. Under minimal supervision, performs complex product information assignments such as writing product information design specifications, revising and reviewing product information, developing product training material and release documentation.
- Administer SharePoint Portal Server (SPS) and Windows SharePoint services (WSS) according to needs at all levels of the business.
- Responsible for overall portal and site initial site set up, site templates, user management (liaise with IT), shared lists and other cross-site activities. Serve as the SharePoint subject matter expert (SME) and provide training and support for other content managers. Engage in collaborative SharePoint efforts with our clients.

Agency Experience
Ogilvy & Mather Assistant Art Director
Magazine, Newspaper, billboard print ads and television concept and storyboarding

Education
Academy of Art College MFA Advertising Design
UGA BA Philosophy