Aaron Lim
Graphic Design · Illustration
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Education

Bachelor of Fine Arts
Art Institute of Washington,
Arlington, V.A.

DesignLab
UI/UX Bootcamp

Skills

Photoshop

Illustrator

InDesign

Premiere Pro

Acrobat

After Effects

Bridge

Dreamweaver

Word

Powerpoint

UI/UX

Storyboarding

Sketch

Html

CSS

Proficient in
Mac/PC Platforms

Achievements

Sanford Inspire Program
Edison Award Best New Product - 2017

Experience

Arizona Office of Tourism
Graphic and Creative Services Manager,
2017–2019, Phoenix, AZ

· Ensure brand standards are in compliance with AOT guidelines.

· Manage and oversee daily projects and deadlines pertaining to AOT workflow with regards to internal needs.

· Work with PR firm to maintain and verify quality of standards are met.

· Meet with internal departments to assess and determine needs and objectives for a multitude of projects including, website wireframes, layouts for an array of print collateral, video editing and logo animations, illustrations, infographics, and Powerpoint presentations.

Arizona State University; Sanford Inspire Program
Graphic Designer,
2016–2017, Phoenix, A.Z.

· Conceptualized, designed and created comprehensive illustrations for online learning experiences in collaboration with Instructional Designers.

· Created storyboards and scripts with a focus on UI/UX design for on-demand modules.

IMP; 9:30 Club
Graphic Designer,
2014–2015, Washington D.C.

· Designed for various outlets pertaining to the organization's needs, while adapting to a variety client aesthetics.

· Maintained multiple projects for a timely delivery while adhering to club graphic standards.

The John F. Kennedy Center
Senior Graphic Designer,
2011–2014, Washington D.C.

· Worked with creative department on the conceptual direction of each project, driving projects from initial stages through to completion.

· Created brand communication tools from initial concept to execution that visually convey the brand positioning and conceptual direction.

· Used multiple methods from print to digital, developed layouts and designs, positioned and formatted all visual aspects of typography, color, illustration and photography.

· Engaged internal and external resources to execute deliverables for print, digital, and other distribution venues.

The George Washington University
Junior Graphic Designer,
2010–2011, Washington D.C.

· Daily one-on-one interactions with campus departments to understand design needs and approach each problem with different solutions.

· Work and build within the GWU design system for timely delivery for assorted collateral.