

# EMILY LIM

## MULTIMEDIA ARTIST & DESIGNER

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<https://www.muenli.net/>

Senior lead designer with experience  
in Management, UA & Brand  
Marketing, Web & Graphic Design,  
Animation, Illustration and Mobile  
Gaming.



## SPECIALTIES

Team building, Art Direction,  
Performance & Brand Marketing, Visual,  
Motion & Web Design, Illustration,  
Process Workflow Management, Data  
Analysis, Creative Strategy



## SKILLS ☆

Adobe Creative Suite- Photoshop,  
Illustrator, After Effects, etc.  
Sketch, Figma, Lunacy  
HTML/ CSS & Javascript coding  
JIRA, Asana & GitHub experience

## WORK EXPERIENCE

Feb 2020 - Jun 2022

New York, NY

### **Dots / T2 | Marketing Design Lead**

Creative lead in the production of marketing assets - Brand and User Acquisition (UA). Analyzed data in creative ad performance. Collaborated with UA managers in creative direction and strategy for paid ad campaigns. Maintained and increased conversion via app store optimization. Supervised & managed internal creative team and external partners in the quality and production of ad assets.

Oct 2015 - Jun 2022

New York, NY

### **Dots / T2 | Marketing Designer**

Produced video, static & HTML5 playable ad assets for paid advertising campaigns across all games.

Aug 2014 - Jun 2015

El Segundo, CA

### **Nexon M | Marketing/ UI Artist**

Created visual assets using existing concept art for marketing and promotional material of mobile games released and produced, including UI and UX development.

2006 - 2014

Remote

### **Freelance | Character Artist Illustrator**

Collaborated with private clients in the production of their illustration needs, negotiated pricing and payment arrangements. Communicated socially and professionally with potential/ active clients in the provision of services.



## EDUCATION

2011 - 2013

Palmdale, CA

DeVry University

### **BACHELOR DEGREE:**

### **Multimedia Design and Development**

Concentration: Web Game Programming  
Summa Cum Laude | GPA 4.0

2006 - 2010

Lancaster, CA

Antelope Valley Community College

### **ASSOCIATE DEGREE:**

### **Graphic Design**

### **Registered Nursing**