

## LINZ LIM

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### PROFESSIONAL EXPERIENCES

#### **May'14 – Present    Art Director (Contract/Remote)**

##### **BEAMY BRANDING & DESIGN AGENCY**

**Collaborates with a global team of creatives to produce engaging brand campaigns - from idea conceptualization to content development. Some projects include:**

**YSL Beauty Le Cushion Encre De Peau Lamé Limited Edition** (Singapore & China)

Social Media Content Creation - Video Storyboard & Art Direction

*- Received Muse Creative Award 2021 (Platinum), NYX Video Awards 2021 (Grand Winner)*

**Ctrip X Shin Travel Ambassador Campaign** (China & Thailand)

Slogan & Concept Development / Creative & Art Direction / On-site Filming

**Airbnb X Eddie Peng Ambassador Campaign** (Shanghai, China)

Slogan & Concept Development / Creative Direction / Content Building

**BAOWOW – Buns We Love!** (Shanghai, China)

Concept Development / Art Direction

*- Received Hermes Creative Awards 2016 (Platinum), A'Design Graphic & Communication Award, Graphis Design Annual Award, and K-Design Award*

**Pulp Nation – Documenting Fragments of Life on Paper** (Singapore & China)

Concept Development / Brand Identity / Creative Direction / Web Design / Content Creation

*- Received Hermes Creative Awards 2015 (Platinum)*

#### **Mar'07 – Apr'14    Art Director / Event Director**

##### **LUMINA COMMUNICATIONS / LUMINA LIVE! PTE LTD**

**Actively generating ideas, developing concepts, storytelling, and delivering ideas to completion. Managed several groups of project staff in four different cities, and multiple external suppliers regionally. Some projects include:**

**St. Regis Residences Soft Launch** (Lijiang, China)

Art Direction / Event Design & Production / Event Planning & Management

**Operation Smile Charity Dinner** (Hong Kong)

Graphic Design / Stage Production / Event Planning & Management

**Dubai Racing Club - Launch of Meydan** (Dubai, Middle East)

Brand Identity / Event Design

**Adidas 60 Years of Soles & Stripes Party** (Singapore)

Art Direction / Set Décor

**A is for Andy – 20 Years After Warhol Exhibition** (Singapore)

Concept Development / Brand Identity / Art Direction / Web Design / Set Décor

#### **Jun'06 – Feb'07    Senior Designer**

##### **ACACIA BRANDING & DESIGN CONSULTANTS**

**Developed brand identity and marketing literature for corporate clients like UOB Kay Hian, HSBC, Tiger Balm, and Yeo's.**

#### **May'03 – Apr'06    Designer**

##### **MODERNAGE DESIGN & COMMUNICATIONS PTE LTD**

**Conceptualized ideas, and worked on creative designs for thematic events from festivals to fashion shows.**

#### **Sep'02 – Dec'02    Designer**

##### **JEANNETIC KONCEPTS PTE LTD**

**Contractual work for Hewlett Packard global team-building events.**

## SELF-INITIATED PROJECTS

**Jan'06 – Present      Creator**

**Curious and constantly exploring new ways to tell stories. Some projects include:**

**Alternative Birder** (Current)

Illustration / Digital Art / Creative Learning / Social Media Content Creation

**"A Little Daily Dose: Discovering Chinese Characters Through Short Stories"** (Jul'16 - Apr'19)

Concept Development / Creative Learning / Story Writing / Illustration / Website Design

- Received *Hermes Creative Awards 2019 (Platinum)*; Featured in [Hoodline.com](#) and [Slanted.de](#)

**"A Little Something"** (Jan'08 - Nov'10)

Concept Development / Creative Direction / Story Writing / Photography / Book Launch

**"A Little Beijing - Your Niche Travel Guide"** (May'06 - Feb'08)

Concept Development / Creative Direction / Photography / Copywriting / Book Launch

- Received *Red Dot Design Award 2008 (Communications)*; Featured in PSFK's *"Good Design in 2009"* Catalog; Showcased at *"Books on China"* Frankfurt Book Fair 2009

## EDUCATIONAL QUALIFICATIONS

**Jul'99 – Dec'02      NANYANG ACADEMY OF FINE ARTS - SINGAPORE**

**Diploma in Visual Communications - Majored in Publication Design**

- Painting *"REACH OUT: HE HAS EYES ON THE WORLD"* received *Nokia Arts Award - Asia Pacific 2001*

**Jan'95 – Dec' 98      CHUNG CHENG HIGH SCHOOL (MAIN) - SINGAPORE**

**GCE' O' Level**

- Painting *"INTERNAL & EXTERNAL"* showcased at *"Engaging the World" M1 Youth Connection 1998*

**Jan'89 – Dec'94      CHONGFU PRIMARY SCHOOL - SINGAPORE**

**PSLE Level**

## LANGUAGE SKILLS

**Proficient in English & Mandarin Chinese. Currently learning Spanish and Welsh.**

## TECHNICAL SKILLS

**Graphic design / Illustration / Digital art:** Adobe Illustrator, Photoshop, InDesign, Acrobat Pro

**Web design:** Wix, Figma

**Project-management:** Trello, Asana, Notion, Monday

**Presentation:** Google Slides, Microsoft PowerPoint

**Time-management:** Google Sheets, Microsoft Excel

**Word processing:** GoogleDocs, Microsoft Word, WordPress

**Social media content creation:** Instagram, TikTok, WeChat

## SOFT SKILLS

**Creative / Problem-solving / Detail-oriented / Resourceful / Team player**

## PORTFOLIO

<https://littledailydose.com/linz-lim-portfolio.pdf>