

LINZ LIM | PORTFOLIO

PROFESSIONAL EXPERIENCE

A IS FOR ANDY – 20 YEARS AFTER WARHOL EXHIBITION
ADIDAS 60 YEARS OF SOLES & STRIPES PARTY
AIRBNB X EDDIE PENG AMBASSADOR CAMPAIGN
ANTON CORBIJN'S "CONTROL" FILM SCREENING & GUITAR AUCTION
BAO WOW – BUNS WE LOVE!
CTRIP X SHIN TRAVEL AMBASSADOR CAMPAIGN
DUBAI RACING CLUB - LAUNCH OF MEYDAN
DRC MEYDAN CITYSCAPE EXHIBITION
INTERNATIONAL FINANCE SQUARE VIP GALA DINNER
JUICE 10TH ANNIVERSARY PARTY
KLIFD OFFICIAL LAUNCH
ME & CITY KIDS SPRING/SUMMER FASHION SHOW
PULP NATION
ST. REGIS RESIDENCES SOFT LAUNCH
TRIBELUGA
YSL BEAUTY LE CUSHION ENCRE DE PEAU LAMÉ LIMITED EDITION

SELF-INITIATED PROJECTS

A LITTLE BEIJING: YOUR NICHE TRAVEL GUIDE
A LITTLE DAILY DOSE: DISCOVERING CHINESE CHARACTERS THROUGH SHORT STORIES
A LITTLE SOMETHING
ALTERNATIVE BIRDER

Photo: Maria Malas

**EXHIBITION OPEN TO PUBLIC ON
17 & 18 NOVEMBER 2007, 10AM - 10PM
VENUE: 72-13 MOHAMED SULTAN ROAD
FREE PUBLIC ADMISSION**

20 YEARS AFTER WARHOL AN ANDY WARHOL EXHIBITION

View iconic original prints from one of the most influential artists of the 20th century, attend workshops conducted by an international art curator and various Andy Warhol experts, and learn about his life and his impact on art.

For print purchase enquiries email info@luminalive.sg.
For exhibition information, go to www.aisforandy.com.

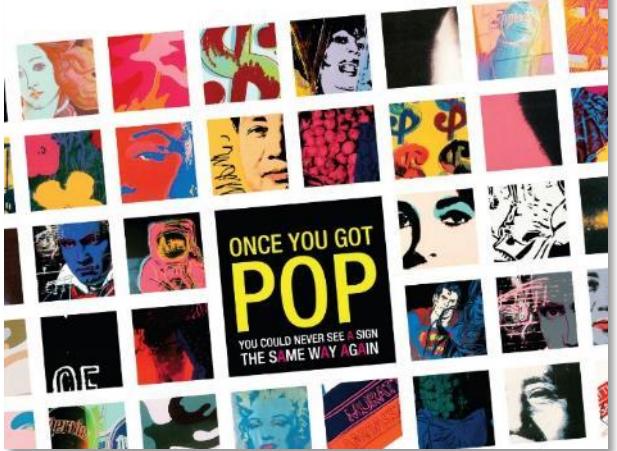
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Managed by **CANNONBALL FUNDS** Official Event Partner **lumina** LIVE! Official Alcohol Sponsor **DIAGEO** Official Social & Lifestyle Magazine **PRESTIGE*** Official Media Partners **TIME** **FORTUNE** Official Interactive Partner **PIXELWORKS**

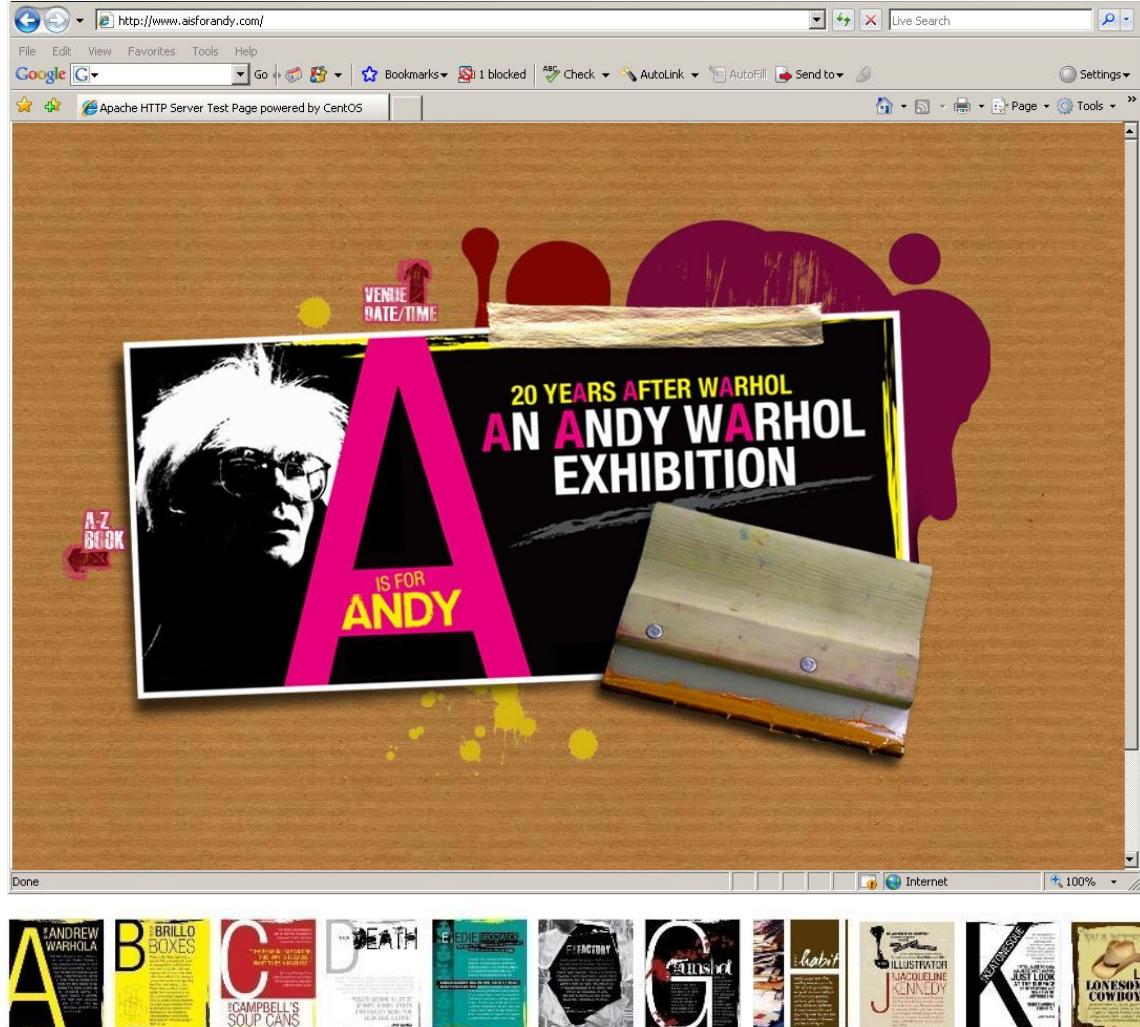
A IS FOR ANDY – 20 YEARS AFTER WARHOL EXHIBITION (Singapore)
Concept Development / Brand Identity / Art Direction / Web Design / Set Décor

**PEOPLE NEED TO BE MADE MORE
AWARE OF THE NEED TO WORK AT
LEARNING HOW TO LIVE BECAUSE
LIFE IS SO QUICK AND SOMETIMES
IT GOES AWAY TOO QUICKLY.**

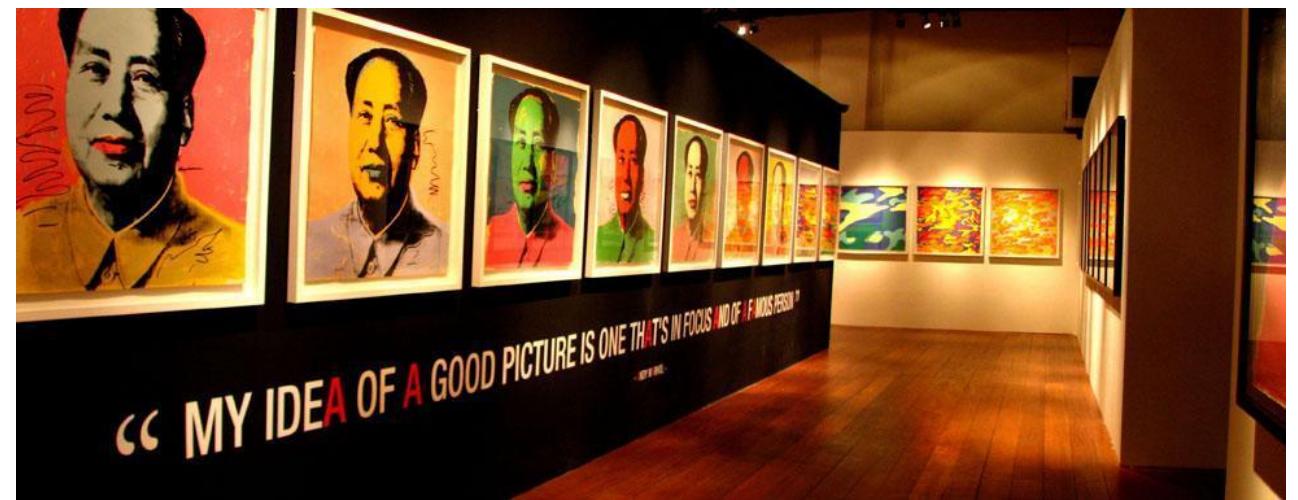


A IS FOR ANDY – 20 YEARS AFTER WARHOL EXHIBITION (Singapore)

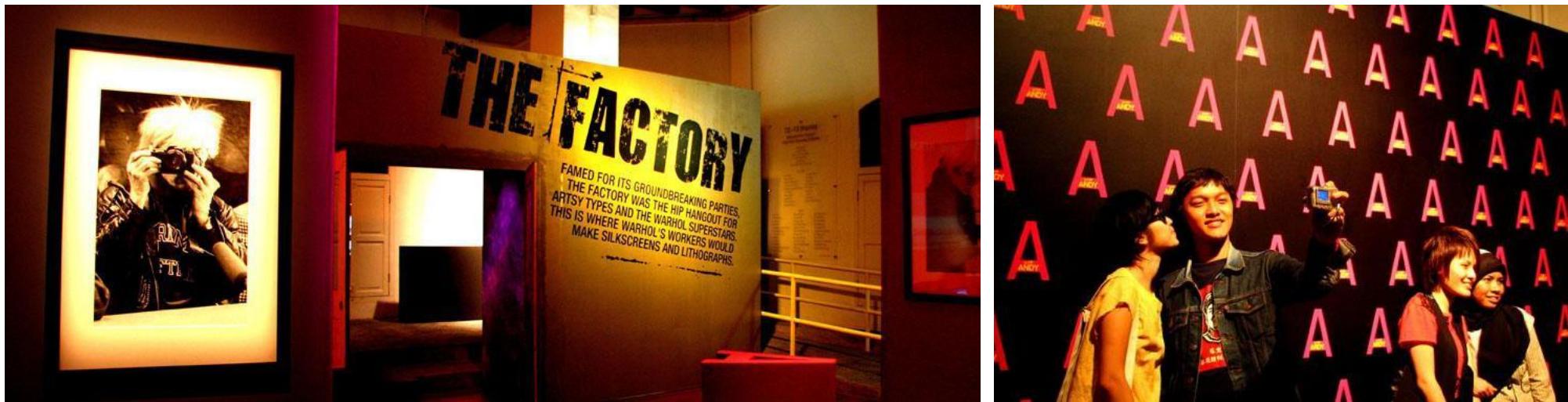
Concept Development / Brand Identity / Art Direction / Web Design / Set Décor



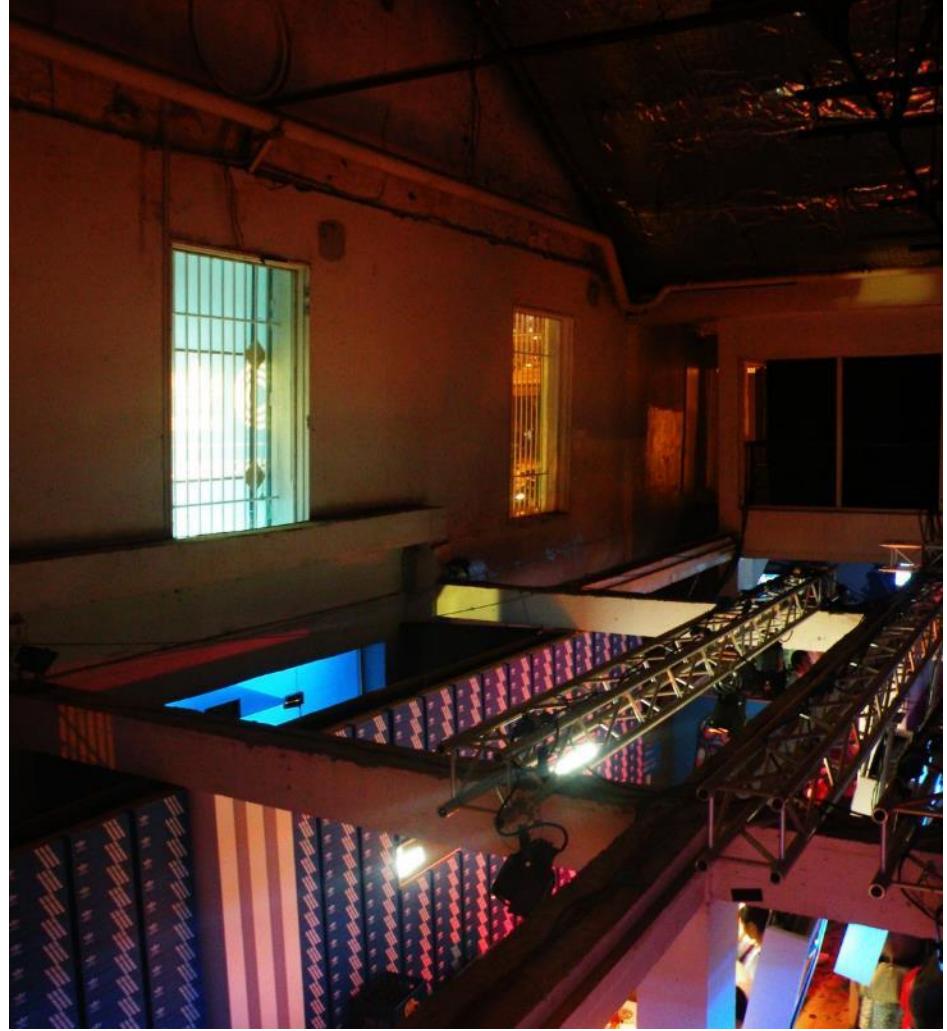
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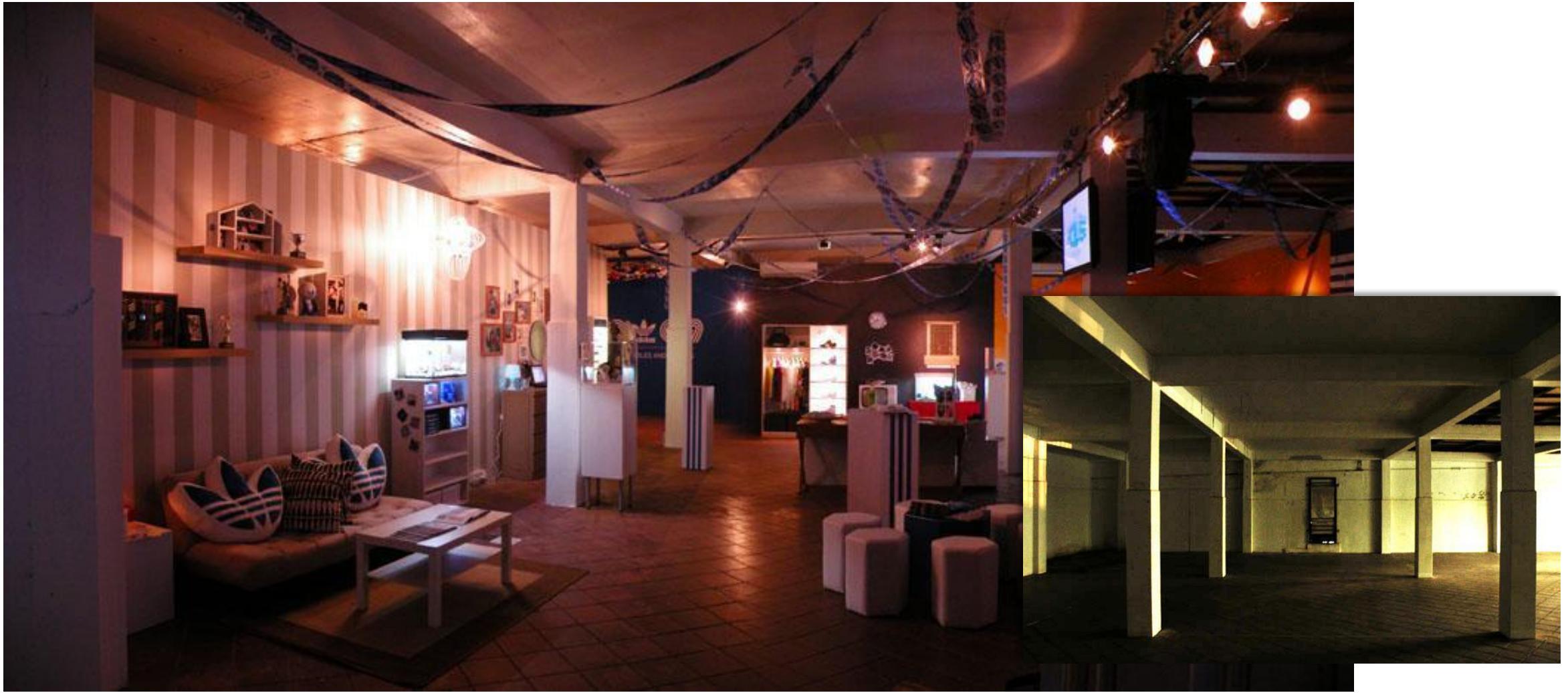
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A IS FOR ANDY – 20 YEARS AFTER WARHOL EXHIBITION (Singapore)
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ADIDAS 60 YEARS OF SOLES & STRIPES PARTY (Singapore)
Art Direction / Set Décor



ADIDAS 60 YEARS OF SOLES & STRIPES PARTY (Singapore)
Art Direction / Set Décor



AIRBNB X EDDIE PENG AMBASSADOR CAMPAIGN (China)
Slogan & Concept Development / Creative Direction / Content Building

[Project Link: 2016 奇屋一夜 | Airbnb x 彭于晏 “够彭友”之旅](#)



ANTON CORBIJN'S "CONTROL" FILM SCREENING & GUITAR AUCTION (Singapore)
Art Direction / Set Décor



ANTON CORBIJN'S "CONTROL" FILM SCREENING & GUITAR AUCTION (Singapore)
Art Direction / Set Décor



BAOWOW – BUNS WE LOVE!
Concept Development / Art Direction

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



BAOWOW – BUNS WE LOVE!

Concept Development / Art Direction

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YOUKU



YOUKU



YOUKU

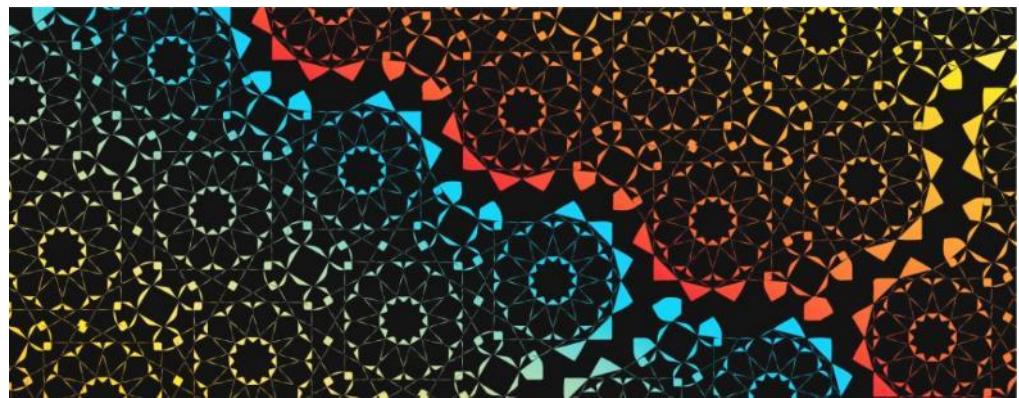
CTRIP X SHIN TRAVEL AMBASSADOR CAMPAIGN (China & Thailand)

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

[Project Link: 隨信所遇 說走就走](#)



DUBAI RACING CLUB - LAUNCH OF MEYDAN (Dubai, Middle East)
Brand identity / Event Design



DUBAI RACING CLUB - LAUNCH OF MEYDAN (Dubai, Middle East)
Brand identity / Event Design



meydan 迈丹

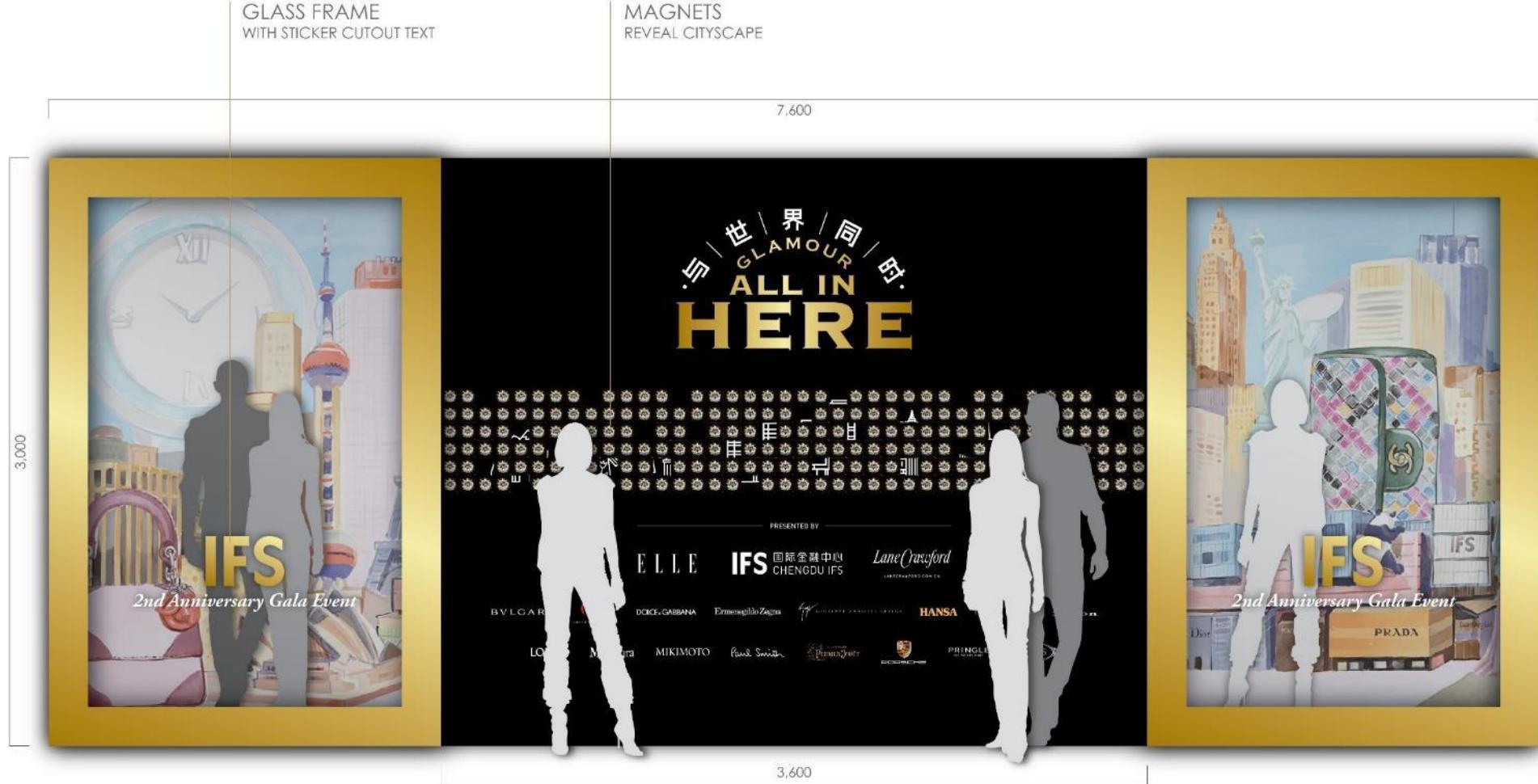


赛马场 | 迈丹城 | 商业园 | 滨海 | 高尔夫球场

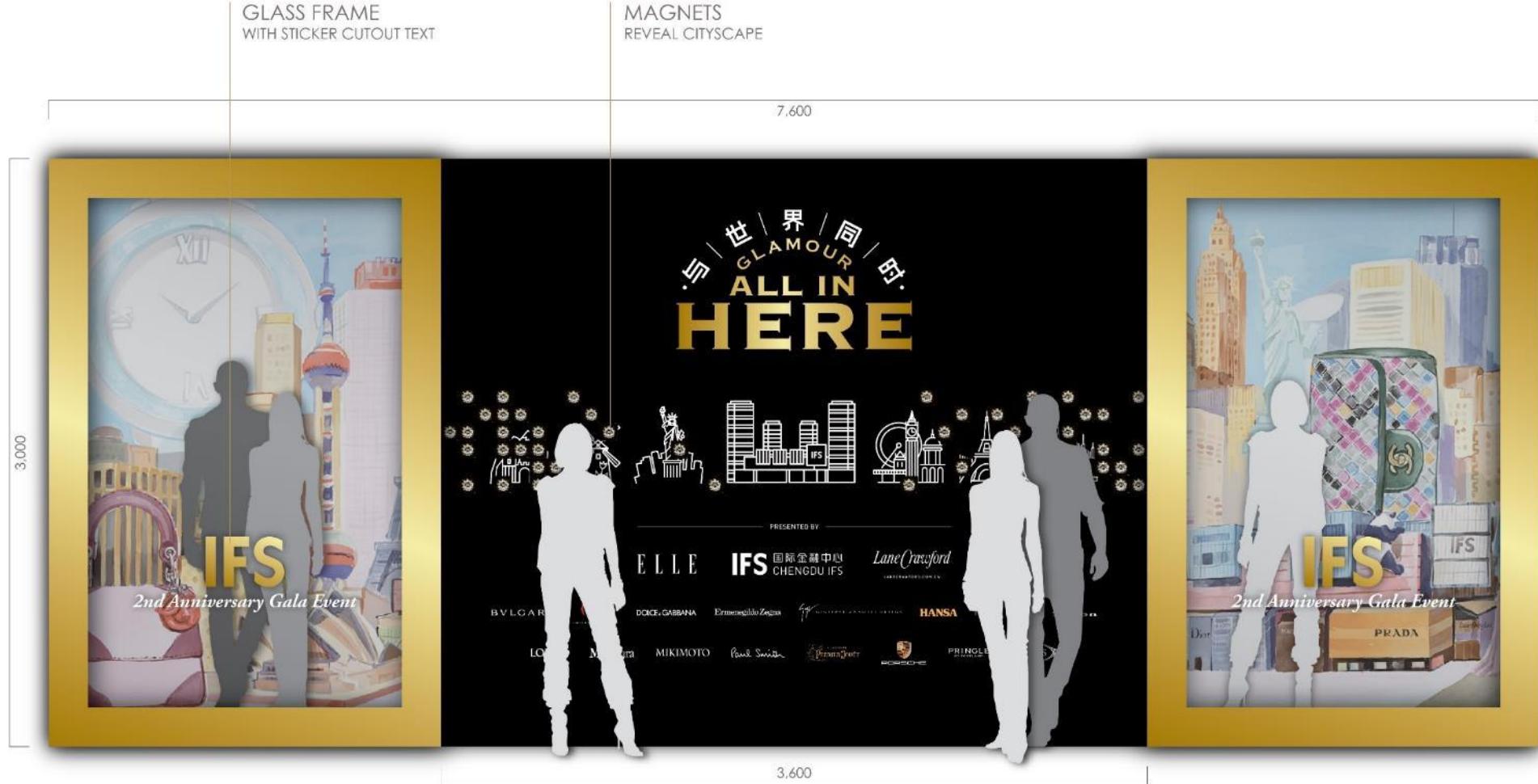
迈丹有限公司 MEYDAN LLC
电话: Nad Al Sheba Racecourse, P.O. BOX 9305, Dubai, UAE
电话: +971 4 327 0000 传真: +971 4 327 0007 网址: www.meydan.ae



DRC MEYDAN CITYSCAPE EXHIBITION (Shanghai, China)
Event Collateral / UI Design



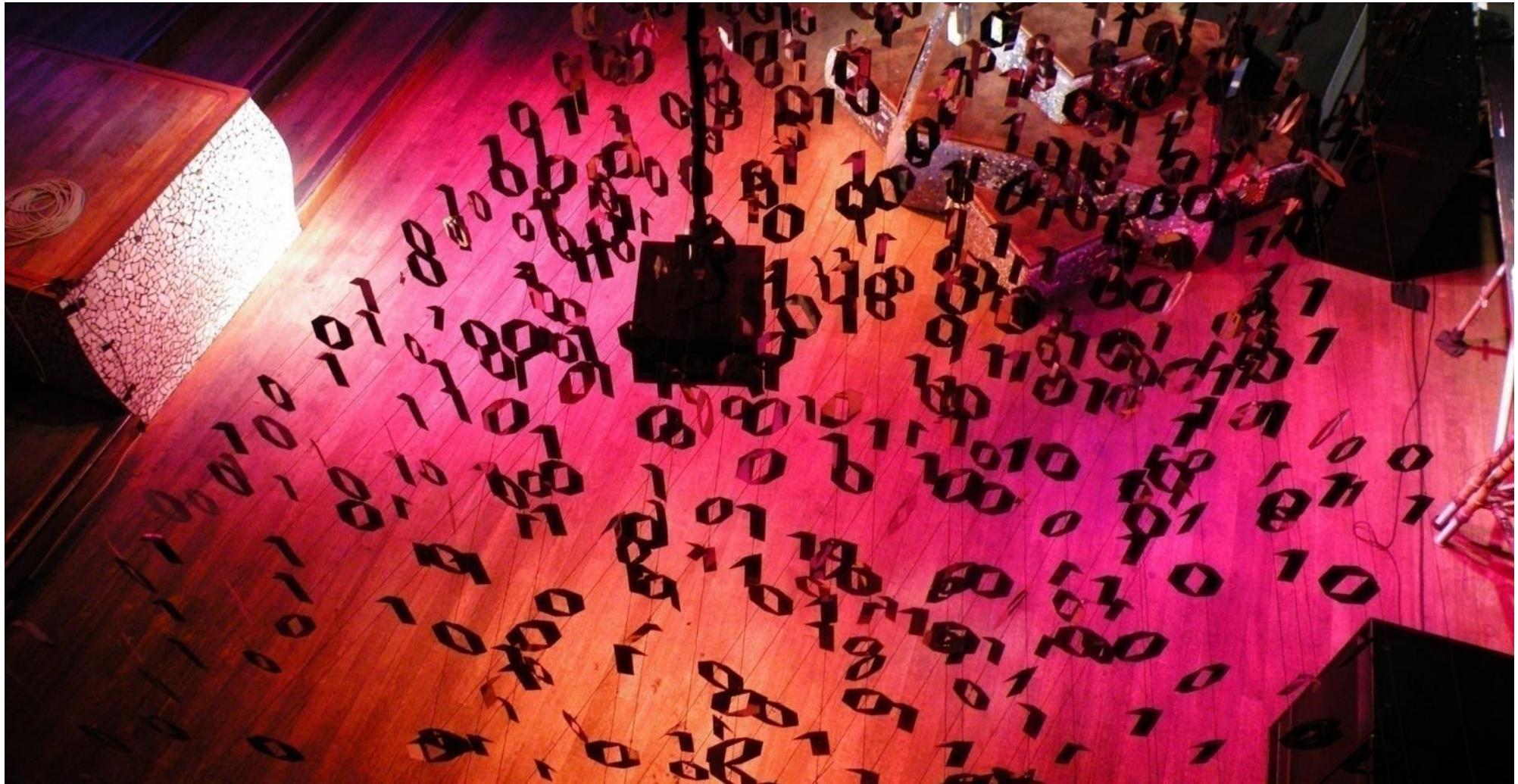
INTERNATIONAL FINANCE SQUARE VIP GALA DINNER (Chengdu, China)
 Graphic & Event Design / Event Planning



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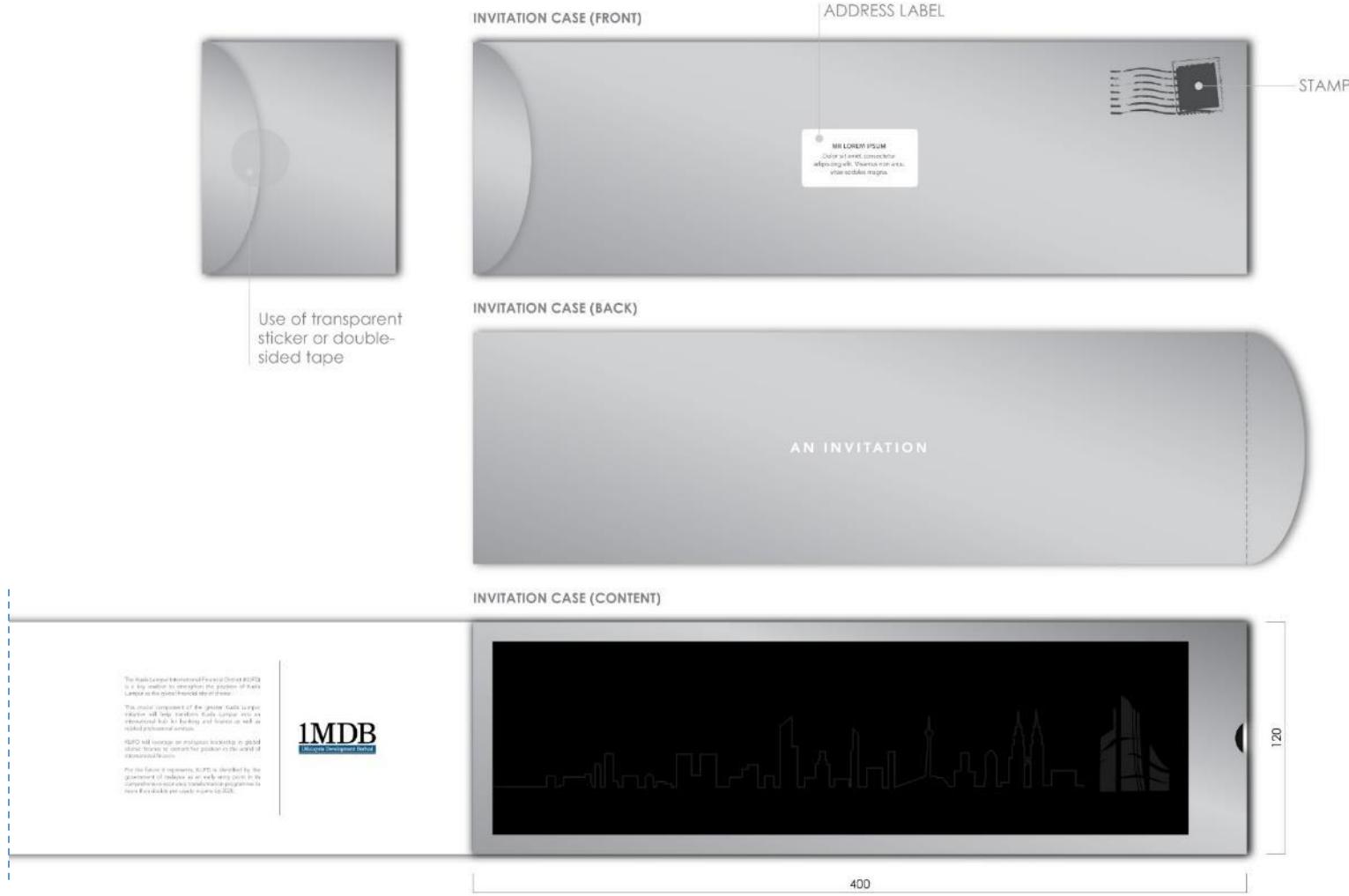
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Graphic & Event Design / Event Planning



JUICE 10TH ANNIVERSARY PARTY (Singapore)
Art Direction / Set Décor



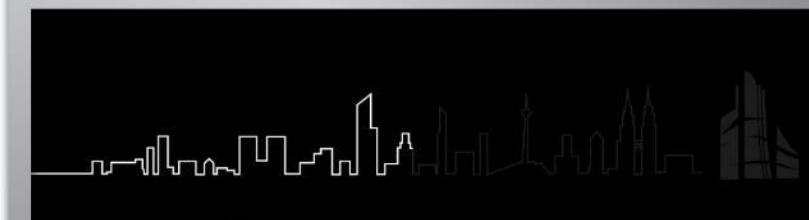
JUICE 10TH ANNIVERSARY PARTY (Singapore)
Art Direction / Set Décor



KLIFD OFFICIAL LAUNCH (Kuala Lumpur, Malaysia)

Graphic Design

INVITATION CASE (FRONT)



Pulls INVITATION INSERT out
to reveal KL skyline

INVITATION INSERT (FRONT)



INVITATION INSERT (BACK)



KLIFD OFFICIAL LAUNCH (Kuala Lumpur, Malaysia)

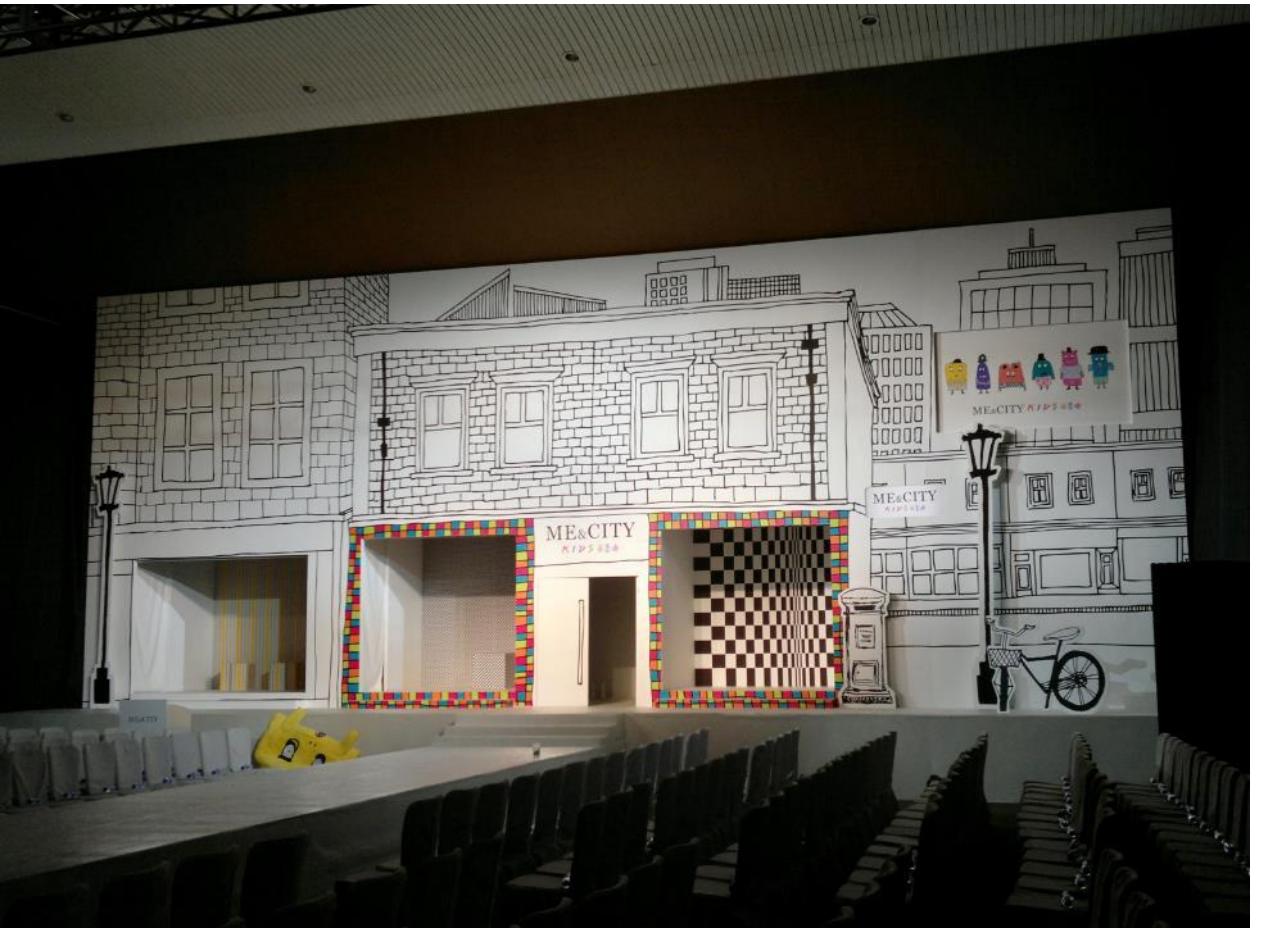
Graphic Design



ME & CITY KIDS SPRING/SUMMER FASHION SHOW (Shanghai, China)
Concept Development / Event Design



ME & CITY KIDS SPRING/SUMMER FASHION SHOW (Shanghai, China)
Concept Development / Event Design



ME & CITY KIDS SPRING/SUMMER FASHION SHOW (Shanghai, China)
Concept Development / Event Design



PULP NATION

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

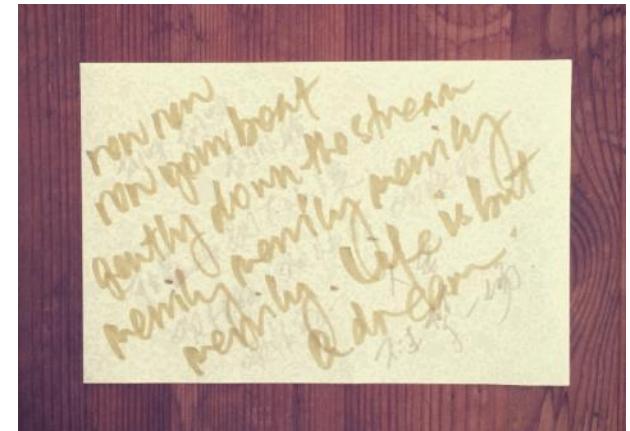
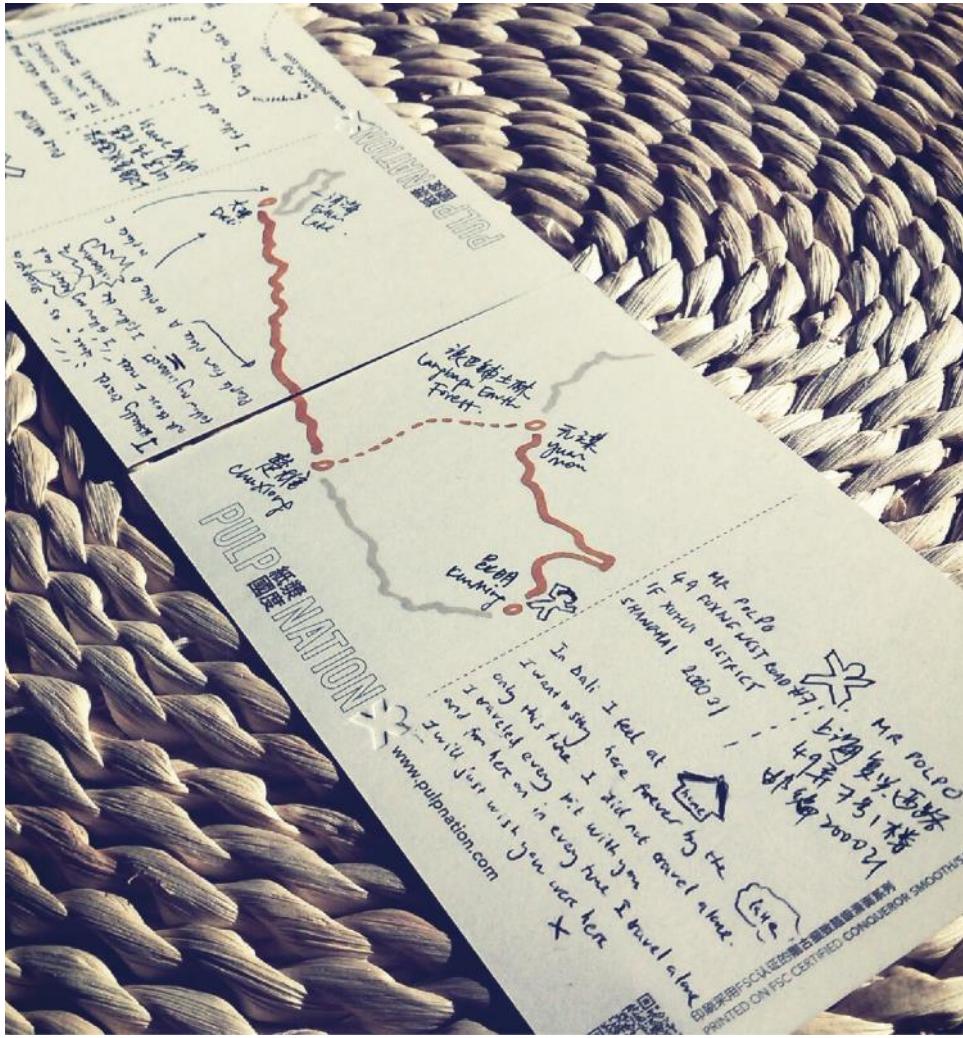
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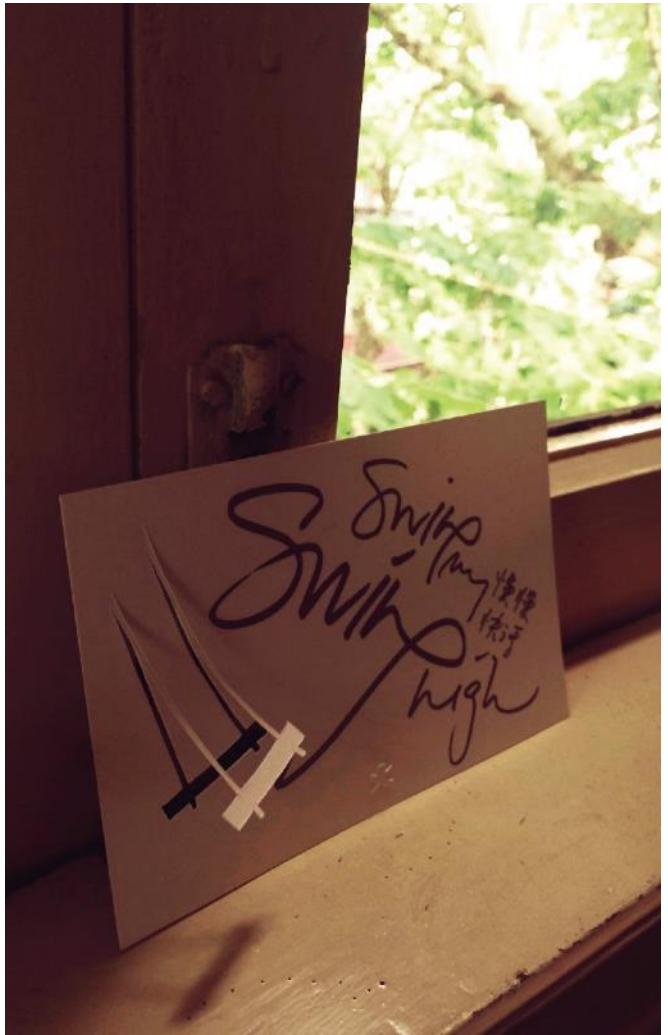
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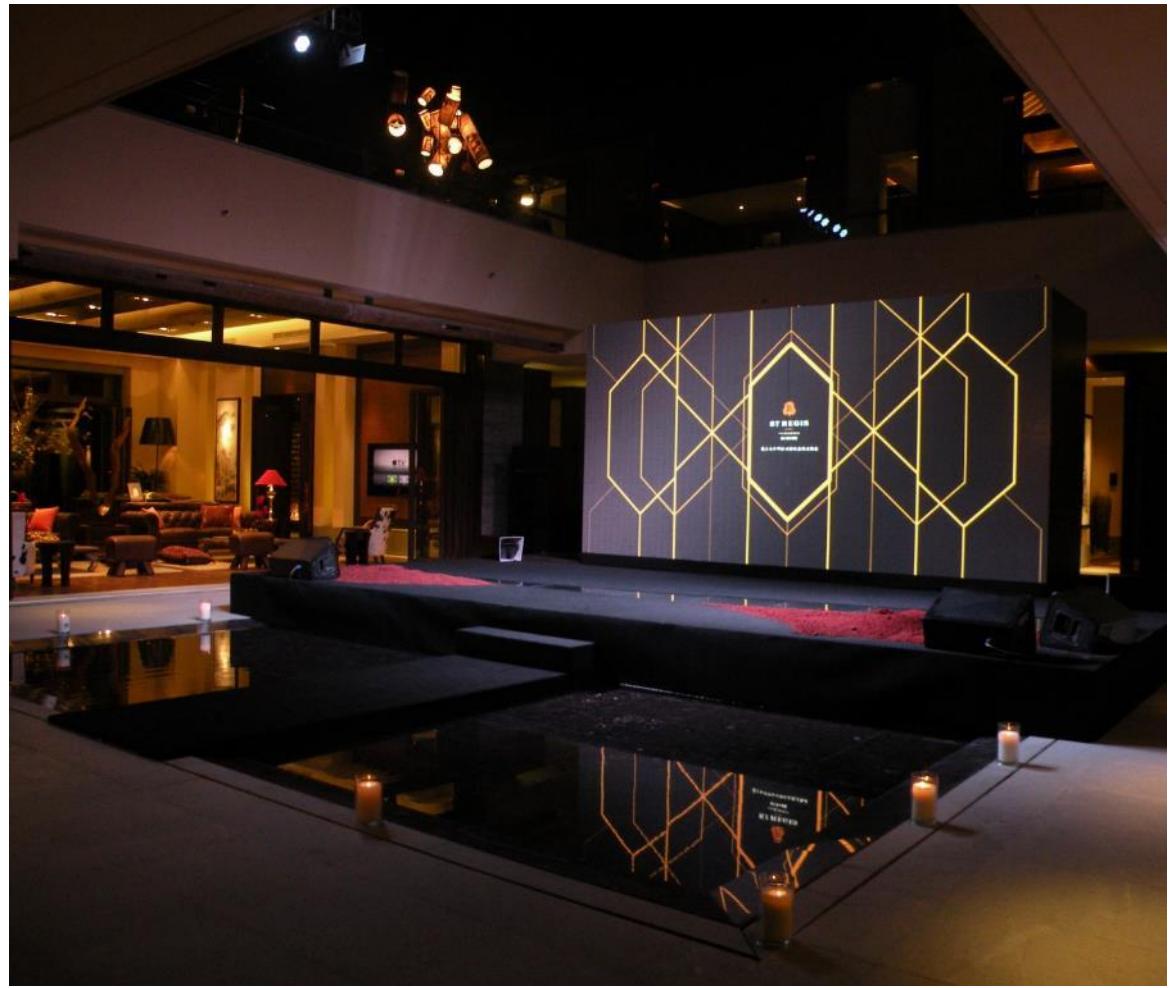
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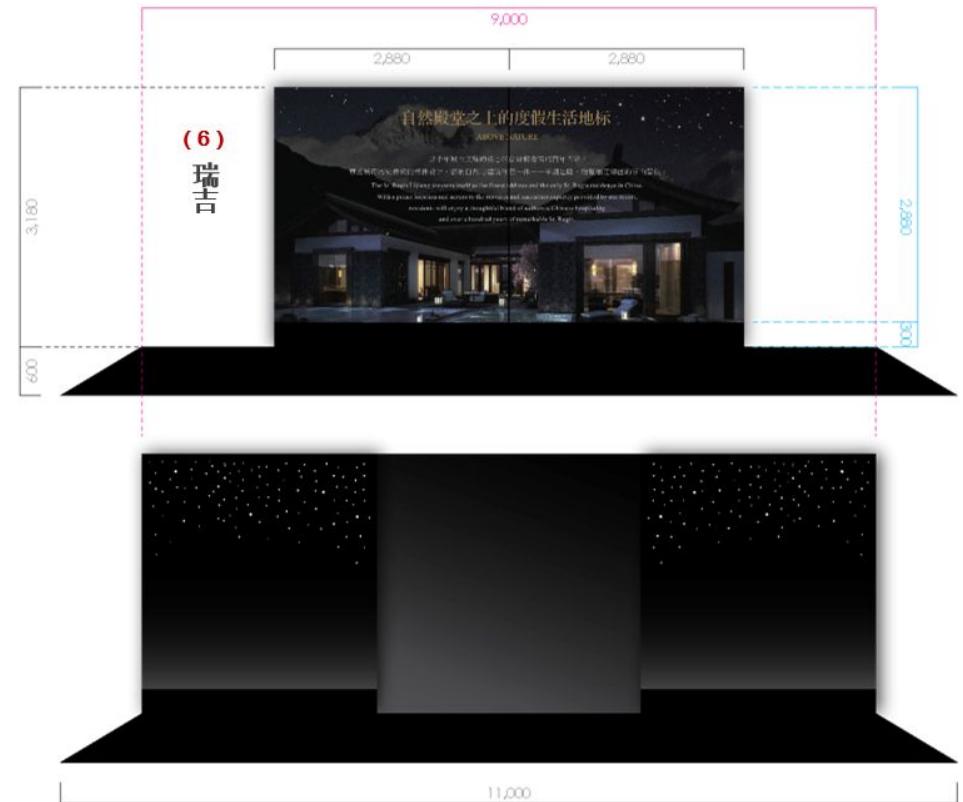
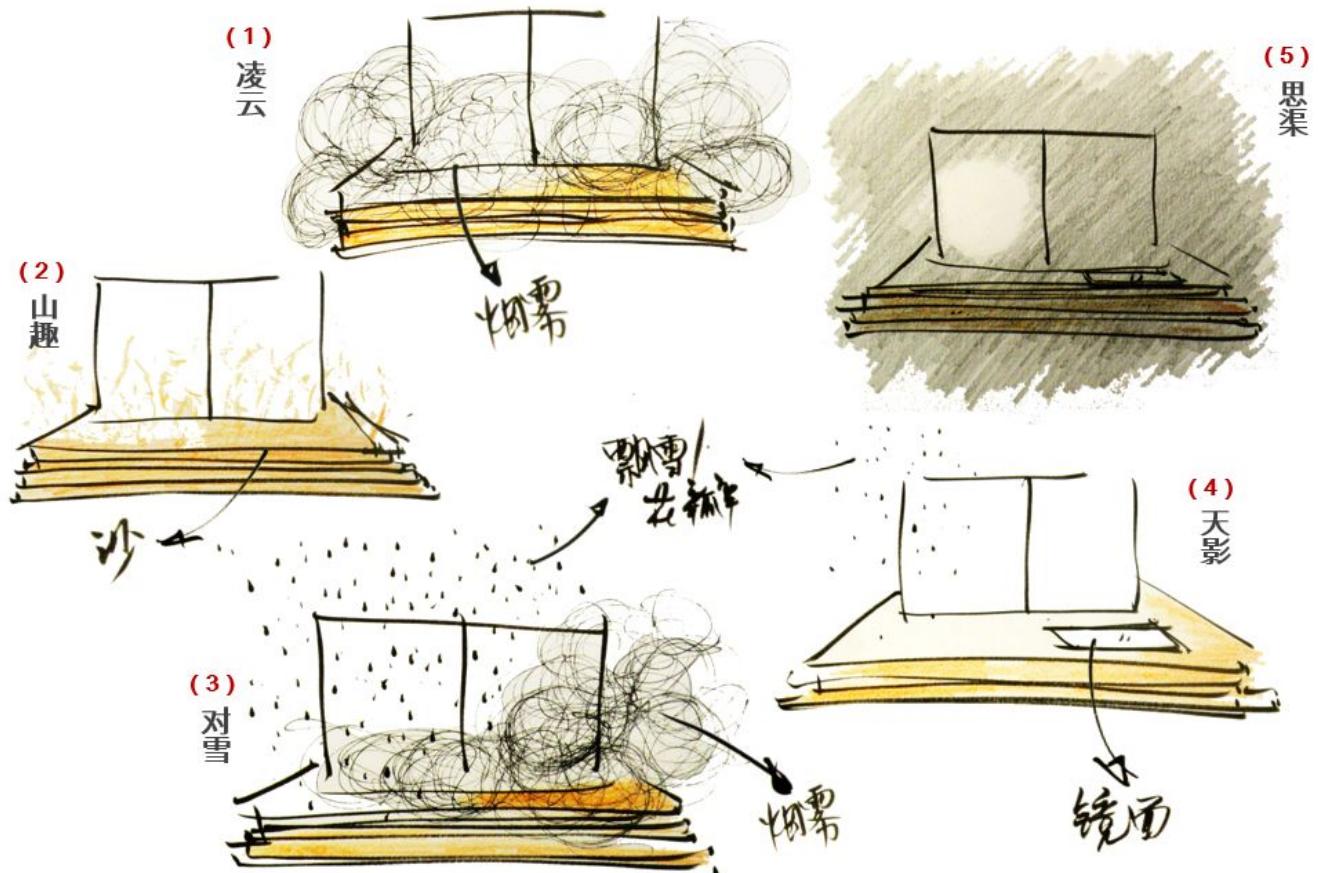
Concept Development / Brand Identity / Creative Direction / Web Design / Content Creation

Received Hermes Creative Awards 2015 (Platinum)



ST. REGIS RESIDENCES SOFT LAUNCH (Lijiang, China)

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



ST. REGIS RESIDENCES SOFT LAUNCH (Lijiang, China)
Creative Direction / Event Design & Production / Event Planning & Management



ST. REGIS RESIDENCES SOFT LAUNCH (Lijiang, China)

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



{ FORM
Size of the name card is made narrower (than the usual) with a diecut edge of " {} " to illustrate the slender and elegant Belugas on the surface of the ocean. }



TYPOGRAPHY

Usage of a Serif font to portray the iconic profile (fins & tail) of a Beluga; "3" is in place of "B" to indicate the company's eco-system (3 parts). By putting "I" close together, there's visual harmony to read it as "B" - which symbolises the combination of different elements and people to become one single unit.

TRIBELUGA
毕 隆 嘉

TRIBELUGA (Korea & China)
Brand Identity

COLOURS

Pantone 549C



Pantone 430C



FONTS

Baskerville Old Face EF Regular

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

~`1234567890-=[]\;,./~!@#\$%^&*()_+{}|.:>?

方正大标宋体

一二三四五六七八九十

壹贰叁肆伍陆柒捌玖拾

Avenir 35 Light / 45 Book / 85 Heavy

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

方正细黑一体

一二三四五六七八九十

壹贰叁肆伍陆柒捌玖拾

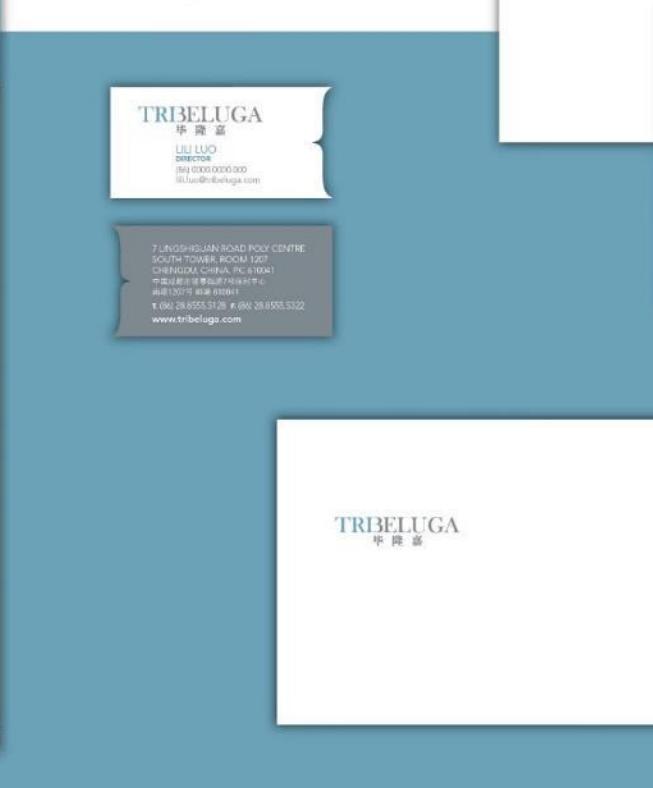
운명조110

일이삼사오육칠팔구십

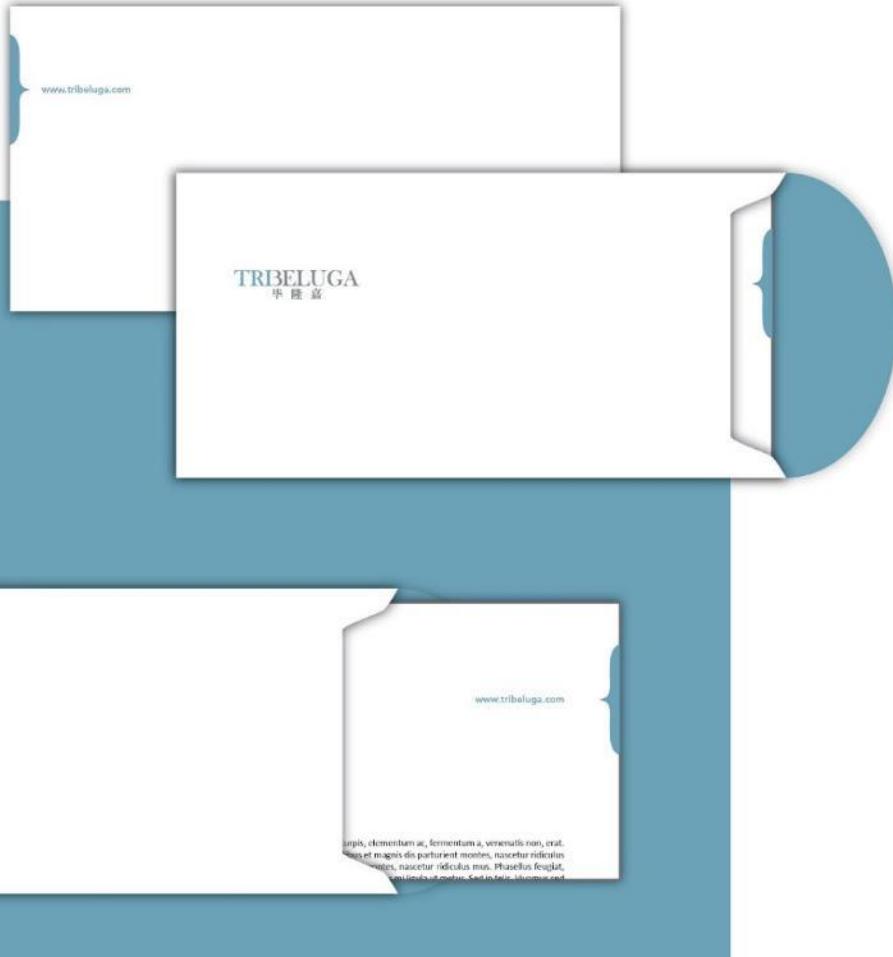
LETTERHEAD



NAMECARD



ENVELOPE



TRIBELUGA (Korea & China) Brand Identity



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)



A LITTLE BEIJING: YOUR NICHE TRAVEL GUIDE

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

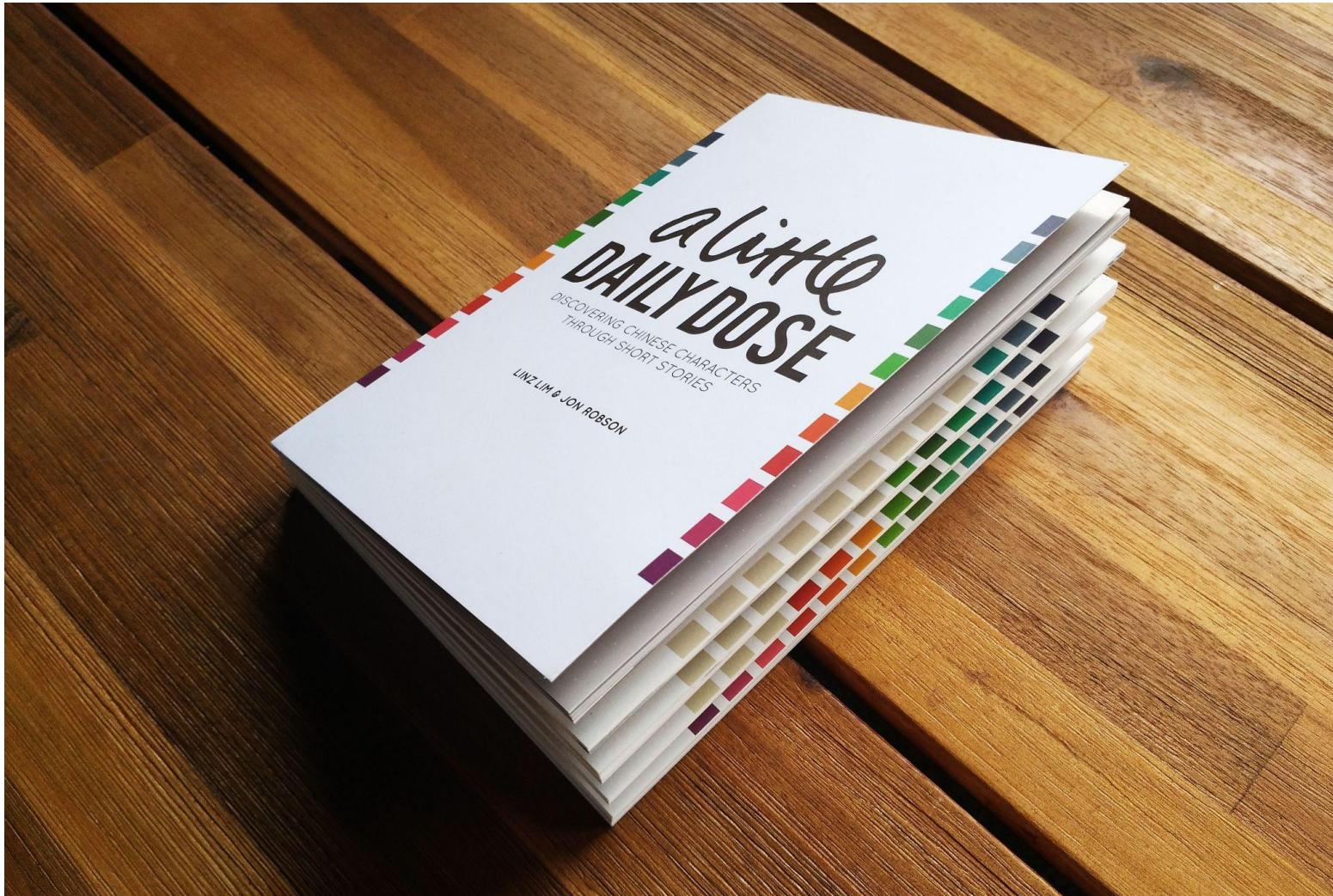
Received Red Dot Design Award 2008; Featured in PSFK's "Good Design in 2009" Catalog; Showcased at "Books on China" Frankfurt Book Fair 2009



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

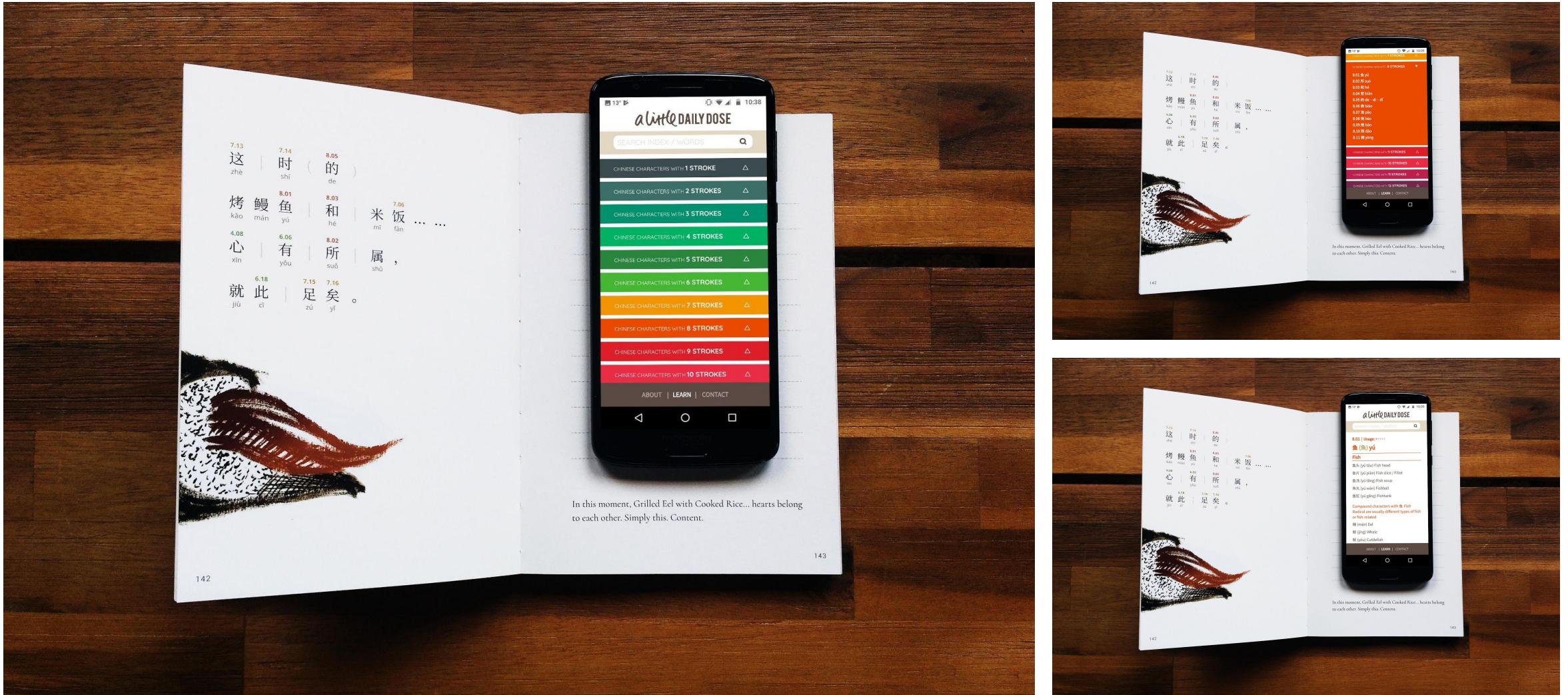
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A LITTLE DAILY DOSE: DISCOVERING CHINESE CHARACTERS THROUGH SHORT STORIES

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

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



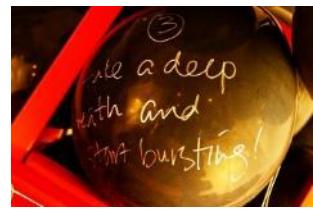
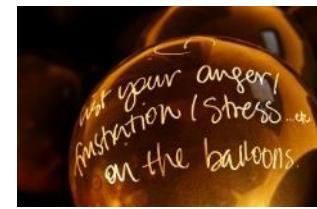
A LITTLE DAILY DOSE: DISCOVERING CHINESE CHARACTERS THROUGH SHORT STORIES

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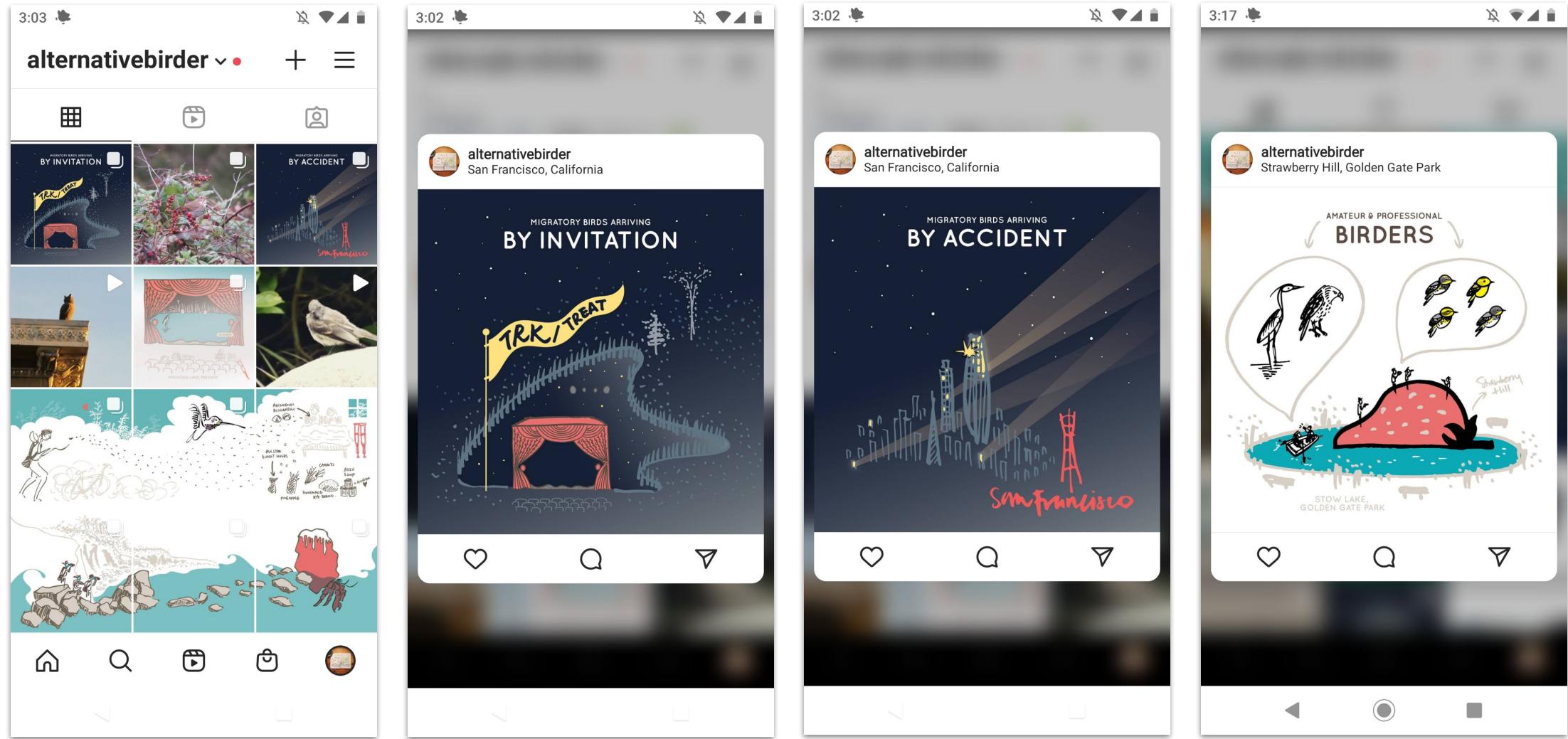


A LITTLE SOMETHING
Concept Development / Creative Direction / Story Writing / Photography / Book Launch



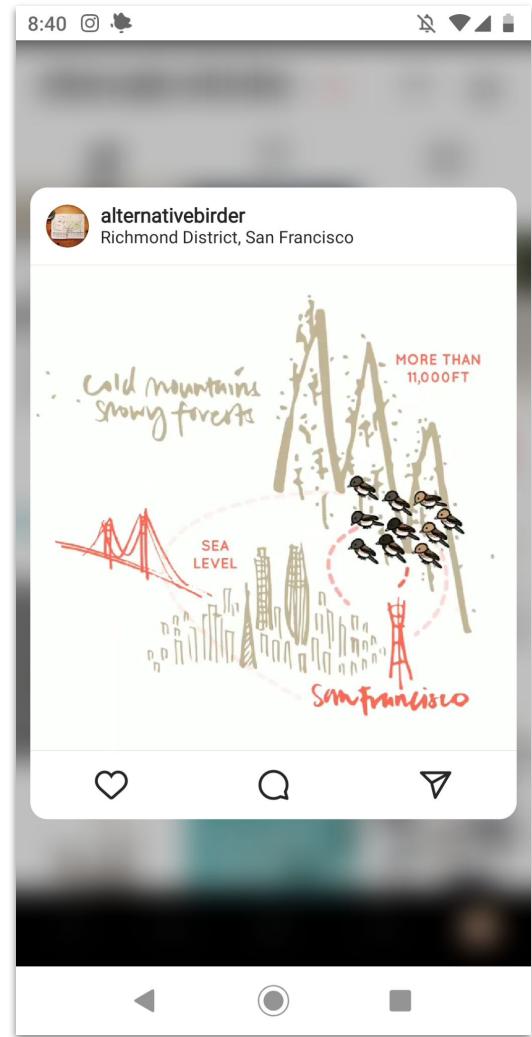
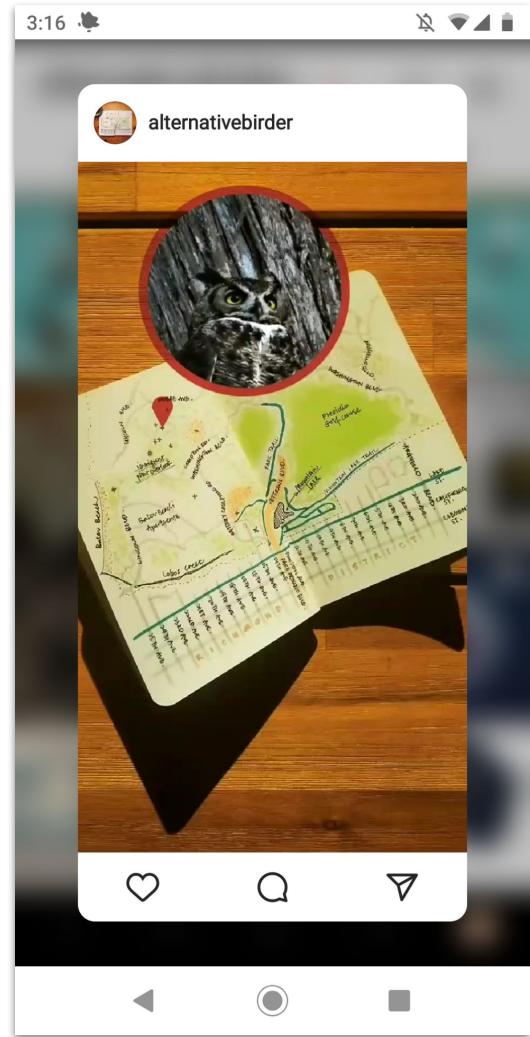
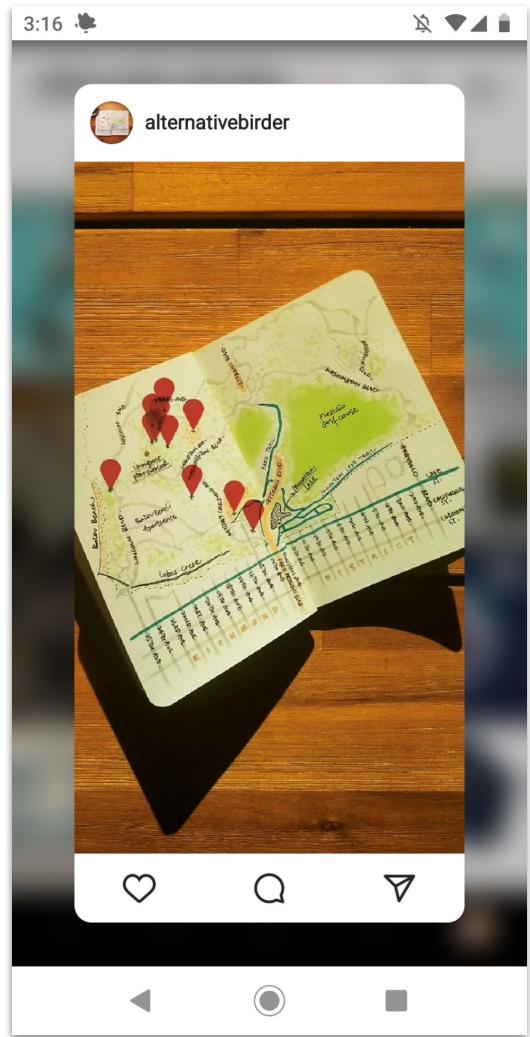
A LITTLE SOMETHING

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



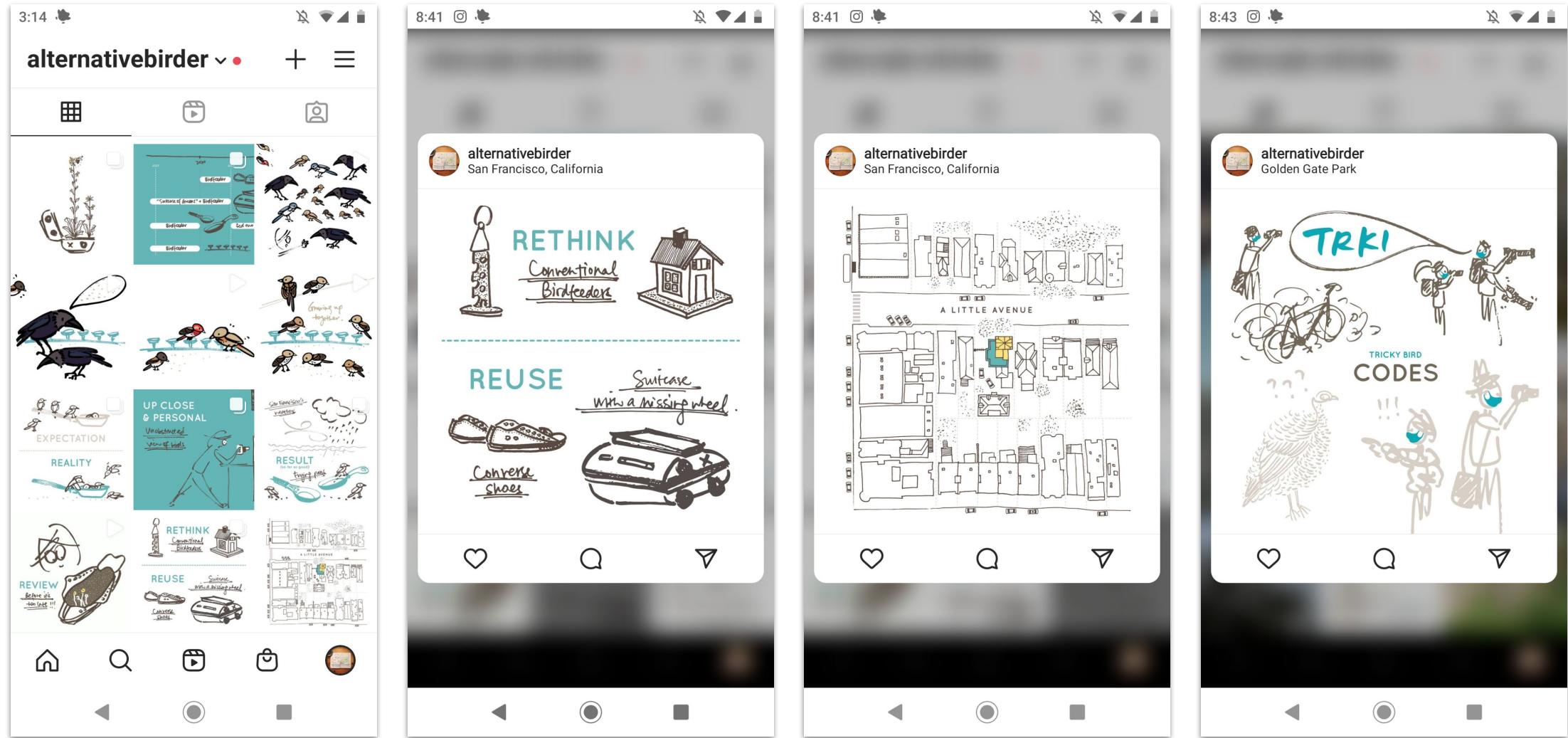
Alternative Birder
Illustration / Digital Art / Creative Learning / Social Media Content Creation

[Project Link: @alternativebirder](#)



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

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CONTACT DETAILS

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+1 (415) 910.5917 – USA