



HUY LIM

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WORK EXPERIENCE

Freelance Art Director, New York City

September 2007 – Present

WilsonRMS

- * Creation of interactive and cross-channel experience campaigns, including advertising, banner ads, landing pages, web sites and emerging media campaigns.
- * Work with other art directors, copywriters, interaction designers and graphic production artists to implement campaigns.
- * Clients include: Charter, Wells Fargo, AAA, Sotheby's and PetFoodDirect.com.

Kass Uehling

- * Art direction and design concept development for both in-house and client projects.

GlobalWorks

- * Designed and produced in-house promotional print literature.

Creative Director, Kass Uehling Inc., New York City

July 1998 – September 2007

- * Comprehensive knowledge of design methodologies, print production, user-interface and information design and corporate branding.
- * Provide creative direction and hands-on support for both print and web projects from concept to final implementation.
- * Conduct needs analysis, write functional specifications and determine information architecture for online projects.
- * Create websites with user-friendly user interfaces and effective navigation, providing users with a rich and satisfying user experience.
- * Develop, implement and manage brand standards for corporate clients.
- * Participate in concept and design presentations to clients.
- * Manage client expectations and projects within assigned budgets and timeframes.
- * Lead and manage staff of designers, developers and production artists. Mentor junior designers and interns.
- * Work with business development team to identify opportunities, develop proposals and make presentations to existing and prospective clients.
- * Clients include: Verizon and Verizon SuperPages, Exelon, Deloitte, TXU and Harsco.



Graphic Designer, MSM Architects PC, New York City

July 1998 – July 1999

- * Designed and developed the firm's portfolio system.
- * Created a systematic approach to the preparation of materials and exhibits for proposals and client presentations.
- * Scanned and retouched project photography, repurposed site plans and elevations for use in the portfolio.

Multimedia Designer, Sony Systems Design International, Singapore

February 1996 – August 1997

- * Worked as a team to develop "Wings of the Orient," an interactive CD-ROM title showcasing birds of South-East Asia.
- * Underwent Brand Training in Tokyo, Japan.
- * Developed and maintained the corporate website and those for the parent company, Sony International, and its affiliates.
- * Designed and produced internal print literature and digital presentations for the sales and marketing department.

Systems Analyst, Seiko Instruments Inc., Singapore

July 1993 – January 1996

- * Developed Windows-based C++ software applications in Tokyo, Japan. These included EMCAW, a chemical analysis program for Seiko EG&G (Japan) and a Windows driver for the Seiko PRICAD (Japan) range of plotters.
- * Provided systems support for the local manufacturing plants.

SKILLS

- * Strategic and visionary with strong conceptual skills.
- * Creative problem solver with excellent communication skills.
- * Able to solve client's business objectives while delivering compelling solutions.
- * Work well under pressure and have a proven track record for meeting deadlines.
- * Team building and team leadership skills.
- * Human-centered design approach.
- * Self-starter and entrepreneurial.

Language Fluency: English, Mandarin

Other dialects: Teochew, Cantonese



TECHNICAL EXPERTISE

- * Highly proficient in various software applications, both on the PC and Macintosh platforms. These include Photoshop, Illustrator, InDesign, GoLive, QuarkXpress, Dreamweaver, BBEdit and Acrobat. Good understanding of Flash.
- * Strong technical and development background.
- * Well-versed with HTML, CSS and JavaScript with a good knowledge of website project management and implementation.
- * Experienced with the print production process including preflight and prepress.
- * Excellent writing and presentation skills.

EDUCATION

Pratt Institute, NYC

M.Sc. Communications Design (Computer Graphics)

National University of Singapore

B.Sc. Computer & Information Sciences (with merit)

SAMPLE WEB WORK

AlejandroQ Fitness: www.alejandroq.com

Boswell Group: www.boswellgroup.com

DeMaria Group: www.demariagroup.com

Exelon Brand Resources: www.exeloncorp.id.com

Harleysville Insurance: www.harleysvillegroup.com

The Haykel Group: www.haykelgroup.com

Louis Edward Body Fitness Group: www.thelouisedwardbody.com

Oaxacan Folk Art: www.oaxacanfolkart.com

ProBooks NYC: www.probooksny.com

Salazar + Rosselló Architecture: www.srarchitecture.com

Strings and Other Things: www.stringsandotherthings.com

Susquehanna Bancshares: www.susquehanna.net

Tobin + Parnes Design Enterprises: www.tobinparnes.com

TXU Brand Resources: www.txubrand.com

Workout Loft: www.workoutloft.com



REFERENCES

Andrea Dibner Principal
Tobin+Parnes Design Enterprises
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Tom Mauriello Principal
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Other references can be provided upon request.