

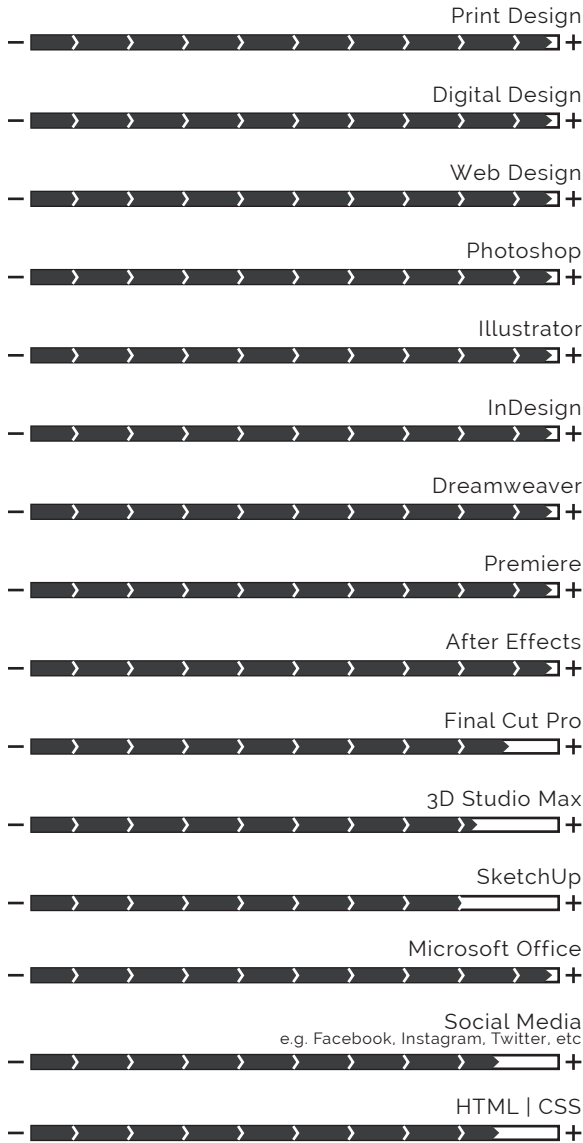
SAMUEL LIM

Artist, Designer, Leader

[Creative | Marketing | Corporate]

EXPERTISE

MAC | PC Proficient



EDUCATION

Bachelors of Fine Arts

Armstrong Atlantic State University

Major: Graphic Design

CONTACT

Los Angeles, CA

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Portfolio: www.zen-graphic-design.com

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SUMMARY

- Graphic Designer with over 10 years of experience working in both agency and corporate environments, focused on multimedia, marketing, digital, and print design
- Consistently held lead design roles for projects ranging from corporate rebranding and print collateral system development to production, responsive website launches, and digital presentation design
- Communicates effectively within multi-channel teams, as well as in leading junior staff designers and team members
- Passionate and inventive creator of innovative dynamic designs and marketing strategies; accustomed to performing within deadline and budget

EXPERIENCE

RCS Logistics Ltd. | Jul 2016 - Dec 2019
Marketing Lead

- Facilitated a 25% increase in unique visits to all company social media and website through re-design of marketing materials and creative marketing campaigns
- Managed and co-developed large and small scale digital and print marketing projects
- Provided design support for 99% of global marketing portfolio
- Managed, coordinated, and updated marketing database, as well as ensuring consistent corporate branding

American International Industries | Dec 2015 - Jul 2016
Digital Graphic Designer

- Provided 50% of all design work for digital aspects of product launches, announcements, and social media updates
- Supported web team with wireframes and creative designs while working cooperatively with the branding team for creative development of websites, landing pages, and other digital outlets
- Implemented use of custom coded HTML/CSS emails to all for 100% customizable emails for all new campaigns
- Increased online traffic flow up to 73% by designing emails that directed interest to all brand websites, as well as increase online following on all social media platforms (e.g. Instagram, Facebook, Twitter, etc) by 87%

Freelance | Jan 2015 - Oct 2015

Creative Director | Lead Graphic Designer

Clients: Wylie Wilson - Venice, CA | Out of Africa - Marina del Rey, Ca

- Responsible for complete rebranding and update of all packaging, style guides, and marketing materials
- Partnered with social media manager to establish an authentic, initiative-taking social strategy
- Increased social media following by 91%
- Standardized all workflow processes to allow for smooth transition between artists. Minimizing time loss and increasing efficiency on all projects by 100%
- Collaborated directly with CEO and lead fashion designer to design tech packs, look-books, and marketing materials

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EXPERIENCE CONT.

Great Eastern Entertainment | Sep 2012 – Jan 2015

Graphic Designer, Garment Coordinator, Co-License Manager

- Inspected and ensured all products from concept to final production, follows proper branding, packaging, and regulatory compliance
- Designed multiple top selling men and women designs for major retail outlets, which led to increased buying with all buyers
- Consistently held a 99% approval rating with licensors on all designs.
- Successfully designed over 1,500 products from conception to completion across duration of tenure

Diesel FX | Dec 2011 - Aug 2012

Graphic Visual Designer

- Designed entire corporate identity for new branch company, THERE digital sets, which encompassed creating logo, website, and correlating style guide, as well as new marketing materials such as business cards, letterheads, and more.
- Increased productivity and efficiency in office up to 35% in tandem with IT/ tech management, office management, data collection, and logistics.
- Worked directly with EP's, Sr. Director's, and VFX team on backup editing, 2D/ 3D design work, and additional motion graphics

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