

SAMUEL LIM

Artist, Designer, Leader
[Creative | Marketing | Corporate]


EXPERTISE

MAC | PC Proficient

Photoshop



Illustrator



InDesign



Dreamweaver



Premiere



After Effects




Final Cut Pro



HTML | CSS



Social Media
e.g. Facebook, Instagram, Twitter, etc



Microsoft Office



EDUCATION

BFA IN GRAPHIC DESIGN

Armstrong Atlantic State University - 2009

Major: Graphic Design

CONTACT

Los Angeles, CA

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Portfolio: www.zen-graphic-design.com

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EXPERIENCE

RCS Logistics Ltd. | Jul 2016 - Current
Marketing Lead

- Concepting and designing creative presentations and marketing materials to support global sales team
- Maintain and update sales material and database
- Update, design, and distribute weekly e-newsletter and announcements
- Maintain and update company website and social media outlets
- Work with Executive team to establish and maintain professional network and improving the client experience.

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

- Concepting and designing creative to help build community and intrigue for all All brands.
- Manage, Inspect, and ensure all digital material follows proper branding requirements
- Touch-up, refine and enhance photography
- Evaluate and share feedback on other internally or third-party designed material
- Design, layout, and distribute weekly e-newsletters and special announcements via email
- Support Web team with creative designs, wire-frames, etc.

Out of Africa | May 2015 - Oct 2015
Freelance Creative Director

- Concepting and designing creative marketing material, ads, and packaging
- Manage, Inspect, and ensure all material follows proper branding and packaging follows regulatory compliance
- Touch-up, refine and enhance photography
- Evaluate and share feedback on other internally or third-party designed material
- Design, layout, and distribute weekly e-newsletters and special ads/announcements via email
- Work with Social Media Manager to establish and maintain an authentic social approach that enhances the network and brands, as well as improving the fan experience.

Wylie Wilson | Jan 2015 - Mar 2015
Freelance Lead Graphic Designer

- Concepting and designing creative material for both web and print
- Lead and ensure proper workflow for design team
- Touch-up, refine and enhance photography
- Evaluate and share feedback on other internally or third-party designed material
- Work with CEO/Lead Fashion designer to design, layout, and create tech packs, marketing material, look-books, etc.