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# Kaymi Lim

With over 15 years of experience in the design and advertising industry (10 years freelance), Kaymi has picked up skills along the way to enable her to excel in her designs and transforming them into successful campaigns. She is often seen as the bridge in going forward from good concept to the final product aesthetically designed while enabling clarity for user experience and making designs feasible technically.

## Skills

### Creative

Scamps, Storyboarding , Concepting, Visualising & Art direction

### Design

Adobe Design Suite includes Photoshop, Indesign, Illustrator & Sketch

### Motion

Aftereffects, Premiere & any Sound Editing tool

### Technical

HTML5 (Handcode (GSAP) / or with Programs such as GWD as canvas), Animate CC, Flash AS2/AS3, Celtra, Doubleclick, Sizmek, CSS, Javascript, HTML Email, Campaign Monitor & Mailchimp, Github, Jira, Atlassian, Bitbucket

## Mullenlowe London

### Freelance Senior Digital Designer

May 2018 and October - December 2018

Storyboarding, design and build social assets and digital displays including DOOH for Magnum ice cream and other Unilever products, Post office and Diageo

Clients: Unilever / Post office / Diageo

## Glass Eye

### Freelance Senior Motion Designer

June 2018 - October 2018

Animating social assets for various film releases (i.e Incredibles 2, Black panther, Mickey 90th Anniversary etc) and digital downloads

Clients: Disney / Paramount

## Wellcom Worldwide

### Freelance Senior Digital Designer

April 2018 - Mid-April 2018

Animate Menu board for KFC, design and animate banners and DOOH for Amazon prime

Clients: KFC / Amazon Prime

## AnalogFolk

### Freelance Senior Digital Designer

March 2018 - Mid-March 2018

Animate a couple of short clips to showcase the ecosystem of Dulux for Dulux Expo Presentation. Animate a series of giphy for Costa.

Clients: Dulux / Costa

## Once Upon a Time London

### Freelance Senior Digital Designer

May 2017 - February 2018

Recent works include concepting, design and build (social posts, carousels, instagram stories, invitation emails) for the release of Black Panther, Ant-Man and the Wasp, Disney Download and Keep campaigns which include design and build facebook canvases, count down social posts and carousels. Website design for St Agur.

Clients: Disney / Warner Bros / Marvel / ABC Studios / St Agur / OUAT Tennis & Music



Anomaly, Grey London, Radical Company, Golley Slater, Communicator London, Mullenlowe Profero, Waste-Creative

Freelance Senior Digital Designer / Developer / Art Director  
Jan 2017 - May 2017

Design and build HTML emails, banners and produce various animated social posts and digital out of home.  
Clients: Cancer Research UK / Jack Daniels / America Whiskeys / Chambord / Diageo / Vitamix / Ubisoft / Corsodyl / Sixt

MullenLowe Profero

Freelance Senior Digital Designer / Art Director  
August 2016 & November 2016 - December 2016

Design and produce various social video and design for facebook carousel.  
Clients: Cornetto / Rexona / Knorr / Harley Davidson

Oliver

Freelance Senior Digital Designer  
End October 2016 - November 2016

Design and produce various social videos  
Clients: Starbucks Christmas

Good relations

Freelance Senior Digital Designer/Art director  
End August 2016 - September 2016

Design and produce various social videos.  
Clients: Subway / Southern Eastern

Publicis Chemistry

Freelance Senior Digital Designer / Art Director /Front end developer  
June 2016 - August 2016

Designing for mobile, email newsletter. Developing HTML5 banners(doubleclick). Animating billboards and video production.  
Clients: EE / Renault / Dacia / Heinekein / Gatwick

MullenLowe Profero

Freelance Senior Digital Designer / Art Director  
February 2015 - May 2016

Design, creative and tech support. Involved in visualising pitch and producing final digital output. QA all banners. Managing timings and giving solutions for both design and tech teams. Direct support to creative director. Responsible for all the animation, film edits and directions that were required for any campaign.  
Clients: Cornetto / Magnum / Lebara / Unilever / SEAT / Apple / Diageo

Mediacom Create

Freelance Senior Digital Designer  
January 2015 - June 2014

Creative support, design and front-end developing for digital displays. Creating global toolkits.  
Clients: DFS / Beats by Dr Dre / EA / Michael Mccabe Productions

WCRS

Freelance Senior Digital Designer  
December 2013 - January 2014

Predominantly coding for online banners and digital displays. Duties extended into print design and visualisation.  
Clients: Betfair / Belfast Radio / Churchill

Communicator World

Freelance Senior Digital Designer  
January 2014 - December 2013

Predominantly design and code for online banners, email & Youtube Masthead for Jack Daniels.



#### Mediacom Create

Freelance Senior Digital Designer

September 2013 - December 2013

Creative support, design and front-end developing for digital displays. Creating global toolkits.

Clients: EA / Michael Mccabe Productions / Deutsche Bank

#### VARIOUS - Telegraph, DraftFCB & Brothers & Sisters

Freelance Senior Digital Designer

November 2011 - February 2012

Digital design for different media placements. Also design and build digital displays banners.

Clients: Guardian / PO Cruises / HSBC

#### Mediacom Create

Freelance Senior Digital Designer

October 2010 - May 2011 & October 2009 - March 2010

Creative support, design and front-end developing for digital displays. Creating global toolkits.

Clients: EA / Michael Mccabe Productions / Paramount / Sony Pictures

#### VARIOUS - Grand Union, Geronimo, AKQA, Pirata, Media Arts Lab, Play, Space Agency & Suburb

Freelance Senior Digital Designer

April 2009 - October 2009

Digital design for different media placements. Also design and build digital displays banners.

Clients: Apple / Walkers / Sainsbury

#### Full time employment at the following:

Between 2001 - 2009

Lead Digital Designer at Momentum Digital

Digital Designer at New Media Maze

Animator at Etherdigital

Digital Graphic Designer at I-POP Network Singapore

Web Designer at The Adventus Singapore

#### Education

University College for the Creative Arts

Bachelor of Arts (Honours)

2002 - 2004

#### Temasek Polytechnic

Diploma in Interactive Media Design

1997 - 2000