

1<sup>st</sup> curriculum vitae

# andrew lim

NAME: Andrew Lim

DATE OF BIRTH: 13 November 1975

STATUS: single

NATIONALITY: Australian

TELEPHONE: +44 078 4656 8077

ADDRESS: 25 Richmond Way, Shepards Bush, London W14 0AS

EMAIL: andrewlimpet@gmail.com

## KEY SKILLS

Receptive

Easy-going

Innovative and creative

Motivated and enthusiastic

Great team player

## EDUCATION

2006 Graduate Diploma in Graphic Communication, RMIT, (Distinction average)

2002 Bachelor of Design, Swinburne National School of Design, (Distinction average)

1998 Advanced Certificate in Hospitality Management and Classical Cuisine, William Angliss

1997 Bachelor of Arts, University of Melbourne, (Distinction-average)

1993 VCE, Melbourne Grammar School, (Tertiary Entrance Rank: 96/100)

## ACADEMIC AWARDS AND INDUSTRY ACHIEVEMENTS

1993 Victorian Premier's Award in Classical Societies and Cultures

## COMPUTER SKILLS

Adobe Illustrator (Strong), Adobe Photoshop (Strong), Adobe Indesign (Medium), Adobe After Effects (Strong),  
Macromedia Flash MX (medium), Adobe Premier (Strong), PowerPoint (Medium)

## PRODUCTION DESIGN SKILLS

Specializing in the design, art direction and conceptual development of graphic content, environmental and industrial design for feature film (2K/4K HD formats), cinema idents, TVC, music videos, motion openers, presentations and corporate video. This includes competency and involvement in the following:

Pre-visualisation, conceptual development and graphic design.

Storyboarding, digital painting and style guide development.

Assisting both director and Senior FX Supervisor in house and on location.

Working closely with directors, producers and CG artists in the development of visual concepts for post production.

Character design, Industrial design, Architectural & environmental design (includes CG set extension),

Motion Graphics and Title design

## GENERAL DESIGN SKILLS

Graphic design

Character design

Pre-visualisation

Matte painting

Production design

Motion graphics and Flash animation

Flash design for interactive and web

Compositing

Illustration

## MEMBERSHIP OF PROFESSIONAL ASSOCIATIONS

Australian Centre for Moving Image, Melbourne, Australia

Australian Graphic Design Association, Melbourne, Australia

National Gallery of Victoria, Melbourne, Australia

RMIT Postgraduate Association, Melbourne, Australia

Swinburne Design School Alumni Association, Melbourne, Australia

## INDUSTRY EMPLOYMENT HISTORY

ORGANISATION	Deep-Red, Noiseworks, Berkshire, UK
ROLE	Creative Director (2007-2008)
SERVICE TYPE	Development of advertising campaigns and creative media for Corporate clients (B to B)
REPORTS TO	Account Director and Managing Director.
CLIENTS	TuringSML, Tandberg, Margolis, mvision, Capgemini, Serena, Merrill Corporation and Coremetrics.
RESPONSIBILITIES	Graphic design; Art direction; Production of mockups; Assisting the production of graphic content for both print and online briefs; Supervise internal scheduling to meet timelines; Liaise with Account Director, writers and Managing Director; Working with print and media suppliers on scheduling; Present to clients and respond to feedback; Project management to meet tight deadlines.
ACHIEVEMENTS	Pitches for TuringSML, Capgemini and Margolis.

ORGANISATION New Labour (Labour Party), London, UK  
ROLE Graphic Designer (2007)  
SERVICE TYPE Development of creative media and print for Bi-elections and existing documentation.  
REPORTS TO Creative Director.

RESPONSIBILITIES Graphic design; Art direction; Production of mockups;  
Assisting the production of graphic content for both print and online briefs;  
Liaise with Creative Director and writers;  
Working with print and media suppliers on scheduling;  
Present to clients and respond to feedback;  
Project management to meet tight deadlines.

REASON FOR LEAVING I chose to leave this group upon completion of my freelance contract.

ORGANISATION Ogilvy & Mather; Redworks, Singapore  
ROLE Art director and Graphic Designer (2003-2005)  
SERVICE TYPE Development of advertising campaigns and pitches for below and above the line  
REPORTS TO Account manager and Creative Director.

CLIENTS Amex, Rodyk, CCS, A-Mild cigarettes, UCLA & NUS, Supernature, & Parlour Group.  
RESPONSIBILITIES Storyboarding; Graphic design; Conceptual design; Illustration; Production of mockups  
assisting the production of graphic content for both print and online briefs.  
Supervise internal scheduling to meet timelines;  
Liaise with Creative Director, writers and account managers;  
Working with print and media suppliers on scheduling;  
Present to clients and respond to feedback;  
Liaising with clients with changes and feedback;  
Managing time sheet for account managers to meet budget;  
Project management to meet tight deadlines.

ACHIEVEMENTS Pitches for CCS, Amex, A-Mild cigarettes, Supernature, & Parlour Group.

REASON FOR LEAVING I chose to leave this group after completion of a freelance contract.

ORGANISATION Basecamp VFX, Kuala Lumpur, Malaysia  
ROLE Conceptual and Graphic Designer (2003-2005)  
SERVICE TYPE Development of advertising campaigns and post production (CGI) for film, TVC and corporate video.  
REPORTS TO Creative Director

CLIENTS Nokia; Maxis Telecommunications; Schwann Stabilo; MAS Airlines; Golden Screen Cinemas.  
RESPONSIBILITIES Storyboarding; Graphic design; Conceptual design; Production design; Matte painting;  
Interface design; Motion graphics;  
Supervise internal scheduling to meet timelines;  
Liaise with Creative Director, writers and account managers;  
Working with print and media suppliers on scheduling;  
Present to clients and respond to feedback;  
Participating in six-monthly work reviews;  
Liaising with clients with changes and feedback;  
Managing time sheet for account managers to meet budget;  
Project management to meet tight deadlines.

ACHIEVEMENTS Pitches for both Maxis and Golden Screen Cinemas

REASON FOR LEAVING I chose to leave this group to pursue further academic studies in Melbourne, my home town.

ORGANISATION Asia-Pacific Video Lab, Kuala Lumpur, Malaysia  
ROLE Designer (2001-2003)  
SERVICE TYPE Development of advertising campaigns and post production (CGI) for film, TVC and corporate video.  
REPORTS TO Creative Director  
CLIENTS Pantene; Pringles; Dumex; Red-Bull; Pringles; Nokia; Sony; Bebelac  
RESPONSIBILITIES Broadcast design; Motion graphics art; Storyboarding; Animation of supers and titles;  
Graphic design for broadcast and in-house marketing purposes.  
ACHIEVEMENTS post-production for the feature film "Puteri Gudung Ledang"  
REASON FOR LEAVING I chose to leave this group to pursue further academic studies in Melbourne, my home town.

ORGANISATION Mau Design, Melbourne, Australia  
ROLE Designer/Motion Graphics Artist (2002-2003)  
SERVICE TYPE Graphic design, branding and web design  
REPORTS TO Principal  
CLIENTS Lucid; Alice Euphemia; Elodie and Elvis; Gwendolyne; Preston Zly Shoes; Vixen clothing  
RESPONSIBILITIES Graphic design; Brand development; Motion graphics; Flash animation; Compositing in After Effects; and editing.  
ACHIEVEMENTS Lucid Launch  
REASON FOR LEAVING end of contract

## HOBBIES AND INTERESTS

Literature, art, design, cinema, animation, fashion, cooking and independent music.

## CONTINUING PROFESSIONAL DEVELOPMENT

2005-present: Active volunteer for St Kilda Mission

2006-participant in Pecha Kucha forum.

## REFEREES

James Hanson  
Managing Director Noiseworks  
T: +44(0) 1628 628080  
email: jamesh@noiseworks.com

Diora Henson  
Account Manager at Redworks, O&M, Singapore  
T: +65 94500820  
email: diora.henson@redowrks.com.

Steven Huxley  
Principal of Multimedia Design  
at Swinburne Design  
T: 03 9214 6755

Lisa Knight  
Creative Director New Labour  
T: +44 020 7783 1245  
email: Lisa\_Knight@new.labour.org.uk

Nicholas Mau  
Principal at Mau Design  
T: 03 9349 2255

Zai Johari  
Principal at Asia-Pacific Videolab  
T: +603 7954 8108