

EMILY LIM

MULTIMEDIA ARTIST & DESIGNER

78-42 79th St.
Glendale, NY 11385



(661) 886-4032



irl.emilylim@gmail.com



muenli.net/



[emily-lim-96a93833](https://www.linkedin.com/in/emily-lim-96a93833)

Senior lead designer with experience in Management, UA & Brand Marketing, Web & Graphic Design, Animation, Illustration. Prototyping and Mobile Gaming.



SPECIALTIES

Team building, Art Direction, Performance & Brand Marketing, Visual, Motion & Web Design, Illustration, Prototype Development, Process Workflow Management, Data Analysis, Creative Strategy



SKILLS

Adobe Creative Suite- Photoshop, Illustrator, After Effects, etc.
Sketch, Figma, Lunacy
HTML/ CSS & Javascript coding
JIRA, Asana & GitHub experience

WORK EXPERIENCE

Feb 2020 - Jun 2022

New York, NY

Dots / T2 | Marketing Design Lead

- Creative lead in the production of marketing assets - Brand and User Acquisition (UA).
- Analyzed data in creative ad performance. Collaborated with UA managers in creative direction and strategy for paid ad campaigns. Maintained and increased conversion via app store optimization.
- Supervised & managed internal creative team and external partners in the quality and production of all ad assets.
- Led in the development of prototype assets and concepts for new & live games to promote marketing led initiatives.

Oct 2015 - Jun 2022

New York, NY

Dots / T2 | Marketing Designer

Produced video, static & HTML5 playable ad assets for paid advertising campaigns across all games.

Aug 2014 - Jun 2015

El Segundo, CA

Nexon M | Marketing/ UI Artist

Created visual assets using existing concept art for marketing and promotional material of mobile games released and produced, including UI and UX development.



EDUCATION

2011 - 2013

Palmdale, CA

DeVry University

BACHELOR DEGREE:

Multimedia Design and Development

Concentration: Web Game Programming
Summa Cum Laude | GPA 4.0

2006 - 2010

Lancaster, CA

Antelope Valley Community College

ASSOCIATE DEGREE:

Graphic Design

Registered Nursing