



EMILY LIM

MULTIMEDIA ARTIST & DESIGNER

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<https://www.muenli.net/>

Senior Designer with experience in Management, UA & Brand Marketing, Web & Graphic Design, Animation, Illustration & Mobile Gaming.



SKILLS



SPECIALTIES

Art Direction, Performance Marketing, Branding, Visual Design, Illustration, Motion Design, Process Workflow Management, Data Analysis, Creative Strategy

WORK EXPERIENCE

Feb 2020 - Current New York, NY

Dots | Marketing Design Lead

Creative lead in the production of marketing assets - Brand and User Acquisition (UA). Analyze data in creative performance. Collaborate with UA managers in creative direction and strategy for paid ad campaigns. Maintain and increase conversion via app store optimization. Supervise creative team and external partners in the quality and production of ad assets.

Oct 2015 - Current New York, NY

Dots | Marketing Designer

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

Aug 2014 - Jun 2015 El Segundo, CA

Nexon M | Marketing Artist

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

2006 - 2014 Remote

Freelance | Character Artist Illustrator

Collaborated with private clients in the production of their illustration needs, negotiated pricing and payment arrangements. Communicated socially and professionally with potential/ active clients in the provision of services.



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