



KENNY LIM Art Director

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EXPERIENCE **Professional Fighters League** *Digital Designer* Oct 2020 - present

- Design and conceptualize static and animated social media posts.
 - Developed cutting-edge and trendy graphics targeting sports fans.
 - Prepared graphics in various sizes for social media: Facebook, Instagram, TikTok, LinkedIn, Twitter
 - Conceptualize visuals that uphold the brand and partners' standards.
 - Collaborated with multiple stakeholders to ensure the accuracy of data.
 - Worked closely with Creative Director to deliver projects on time.
 - Designing Keynotes and Powerpoint presentation slides.
 - Innovated a flexible design system that allows quick edits.
 - Designed and conceptualize 2022 and 2023 Championship Belt and Fight Kits.
 - Developed new franchises' logo and its guide from scratch to distribution.
 - Designed and prepared final artwork for large and small-scale printed operational and show assets for event locations.
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Young & Hungry Creative *Art Director* Jan - Apr 2021

- Developed advertising campaigns to create awareness for Redbull XP.
 - Researched and determined the target audience and insights for the campaign.
 - Art directed the campaign visuals, tone, and voice.
 - Assisted the Creative Director in executing campaign art direction and copywriting.
 - Strategized the delivery of the presentation to deliver a convincing idea.
 - Designed mockups of marketing materials.
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Food Haven Technologies Inc. *Visual Designer/Art Director* Jan - Dec 2020

- Art directed the brand logo, tone, and voice, mobile app UI/UX, website, and social media post.
 - Established a brand guide to ensure consistency in visual and copy.
 - Collaborated with engineers to deliver a visually appealing functional product.
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KNI *Art Director* 2008 - 2018

- Designed and overlook production of a packaging design project for HIKOKI (previously Hitachi). The design helps reduce 60% the production cost and warehouse space. Due to its success in Malaysia, the Singapore and Australia divisions enforce the design. Other projects include catalog, brochure, and social media graphics.
 - Designed, managed, and collaborated with engineers to develop touchscreen content for Maxis mobile communication retails across Malaysia for display and sales assistance. Other projects include video wall content and animations.
 - Developed brand guide and marketing assets for DGH (a Subsidiary of Mitsubishi Corporation).
 - Designed and conceptualized a 4-issues magazine for Yamaha Music to be distributed to the members. Other projects include catalogs, posters, brochures, and pocket calendars.
 - Supervised freelancers to produce consistent event brandings and operational assets for IFSEC, HOMEDEC, ARCHIDEX, and Global Transformation Forum 2.0.
 - Designed, conceptualized, developed, and maintained multiple websites for Malaysia's top Hyundai Automobile distributor, Mpire Group.
 - Designed and conceptualize multiple logos from MNCs to startups like CHUBB and GOoBat.
 - Designed and created a presentation slides system for Riverside
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EDUCATION **Academy of Art University, San Francisco, CA** Fall 2019 - Fall 2022

BFA Advertising
• GPA: 3.8/4.0

The One Academy, Selangor, Malaysia Aug 2002 - 2005

Diploma in Advertising & Graphic Design

SKILLS Photoshop, Illustrator, InDesign, After Effect, Figma, Microsoft Office, Keynote, HTML/CSS

AWARDS
2021 SF ADDYs - Best of Show, 3x Gold 2x Silver, 3x Bronze
2021 District 14 ADDYs - 2x Gold 1x Silver,
2021 National ADDYs - Silver
2021 AAU Spring - Gold & Silver
