

ESMEE LIM GRANSTON

 Honolulu, HI
United States

 +1 917 853 0329 (USA)
+31 6 42 892 893 (NL)

 esmeelim@outlook.com

 linkedin.com/in/esmeelim

 www.studiolim.io

English ●●●●

Dutch ●●●●

Design ●●●●

BIO

I'm an innovative Art Director and Designer with a big interest in understanding human behaviors and cultures. With an eye for detail and passion for design I've led the visual implementation of SaaS platforms and materials for corporations such as Deloitte and Booking.com. After specializing in art direction I've applied my research and strong concepting skills to create worldwide advertising campaigns for i.a. Instagram and Chemours. I'm highly skilled in Adobe Creative Suite and problem solving, work well in a fast-paced environments, highly organized, proactive, and punctual with team-oriented mentality. I am constantly developing new skills to benefit the companies I work with.

EDUCATION

UX DESIGN FOR XR (VR & AR)
NYU
Professional Certificate

ART DIRECTION
MIAMI AD SCHOOL
Portfolio Program

VISUAL COMMUNICATION DESIGN
DESIGN ACADEMY EINDHOVEN
Bachelor of Arts

SKILLS

Figma	●●●●
Adobe Creative Suite	●●●●
Adobe Photoshop	●●●●
Adobe Illustrator	●●●●
Adobe InDesign	●●●●
Adobe Premiere	●●●●
Adobe After Effects	●●●●
Adobe Muse	●●●●
Sketch	●●●●
Spark AR Studio	●●●●
Cinema 4D	●●●●
InVision	●●●●
Problem Solving	●●●●
Eye for Detail	●●●●
Design Thinking	●●●●
Concepting	●●●●

EXPERIENCE

ART DIRECTOR & DESIGNER

STUDIO LIM | WORLD WIDE | NOV 2017 - PRESENT

- Work encompasses graphics and identity, digital and visual design, advertising and communications. Most recent projects:
- UX Designer for Harold x Clarck Advisors. Fully responsible for reimagining and designing multiple real-estate websites targeting the .001% wealthiest buyers.
- Art Director for Maltz Museums exhibition. Created a full social ad campaign where the photographs come alive with multiple animated social banners and ads for browser and mobile.

ART DIRECTOR

OGILVY | NEW YORK & TOKYO | JAN 2021 - AUG 2021

- Concepted and designed a suite of industry-specific (automotive, semiconductors, medical, and electronics) pre-roll videos for Chemours' Teflon that outperformed all KPIs and garnered 5.7 million views, surpassing expectations and scope of media buy.

ART DIRECTOR

R/GA | NEW YORK | OCT 2020 - JAN 2021

- Created the graphics of the social campaign video for Instagram Shop's global launch. Targeting GenZ and small business the video performed outstanding with its views seen by 500 million users, in 10 different countries.

ART DIRECTOR

GREY | NEW YORK | JUNE 2020 - SEPT 2020

- Responsible for all the social campaign visuals for Applebee's, Discover Bank, AARP and AARP Foundation.
- Concepted and created illustrations, animations, and static posts for the daily and special promotion launches for email, sms and all social media channels.

VISUAL DESIGNER

VOLUNTEER | WORLDWIDE | NOV 2017 - NOV 2018

- Traveled and volunteered for 1 year around the world to help grow local small family-owned business by generating online communities, create a strong branding and better user experience.
- Teaching other volunteers in using design software to continue creating professional visuals within the brand guidelines.

VISUAL DESIGNER

GOOD UP | AMSTERDAM | NOV 2015 - NOV 2017

- Setup GoodUp's SaaS platform for over 20+ corporate companies by designing each page within the companies design guide lines. Including clients Deloitte, EY, Accenture, Booking.com and banks.
- Lead in design of all client and in-house workshop materials such as presentations, signs, banners, invitations, certificates and worksheets.
- Expanding GoodUps branding assets by creating multiple visual illustrations for their website and workshops.
- Designing educational books, certificates and other materials for different Tech Hubs in Kenya.
- Creating the full branding for new FinTech hubs and workshop material in Kenya. This includes, a logo, colour schemes, fonts, imagery and illustrations.