



JONATHAN LIM

INTERACTIVE ART DIRECTOR

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PROFILE

I am an Interactive Art Director based out of Singapore. My background is in effective communication design coupled with strategic creative thinking. I specialise in Mobile Advertising delivering award-winning concepts for global brands and driving businesses forward across diverse industries. With over 5 years of experience in mobile advertising, bringing a proven knowledge of creative strategy, industry first innovations, creative management and UI/UX specialisation.

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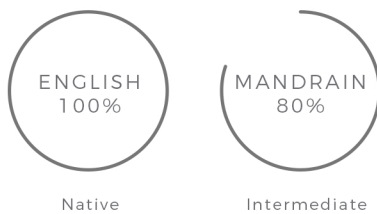
EXPERIENCE

- INTERACTIVE ART DIRECTOR**
 InMobi Ptd Ltd | 2015 -
 Team management across SEA region, digital strategy, spearheading video first formats and award winning concepts.
- JUNIOR ART DIRECTOR**
 InMobi Ptd Ltd | 2013 - 2015
 Handling creative for SEA region, technology possibilities research and creating quality engagements.
- FREELANCE INTERACTIVE DESIGNER**
 InMobi Pte Ltd | 2012 - 2013
 Basic rich-media builds for mobile campaigns in the Singapore market.

ACADEMIC

- BA(HONS)**
 Loughborough University | 2011 - 2012
 Degree in Graphic Communications. (United Kingdom)
- DIPLOMA**
 Nanyang Academy of Fine Arts | 2006 - 2009
 Diploma in Visual Communications. (Singapore)
- 'O' LEVELS**
 St. Andrew's School | 2002 - 2006
 GCE 'O' Levels Certificate. (Singapore)

LANGUAGE SKILLS



RECOGNITION

- 2016 | MMA SMARTIES IDN - SILVER | INNOVATION
- 2015 | SPARKS - GOLD | BEST MOBILE SOLUTION
- 2014 | MMA SMARTIES IDN - GOLD | PRODUCT LAUNCH
- 2013 | MMA SMARTIES MY - GOLD | IN-APP AD GAMING
- 2012 | MMA MOBEX - SILVER | BEST IN-APP AD

FULL DETAILED LISTING UNDER PORTFOLIO

SKILLSET

Project/team management	Creativity with effectiveness	Results & awards driven	Group dynamics

SOFTWARE



PORTFOLIO

www.CLOTWORK.com