

LIM CHEE HOONG, BRYAN

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QUALIFICATION HIGHLIGHTS

- More than 10 years' experience in multimedia, Web and learning design.
- Creative lead in over 50 projects, devising innovative strategies to meet customer and project requirements.
- Extensive project and production management expertise with focus on timely delivery, quality assurance and customer satisfaction.
- Team player with adaptability to collaborate with different teams of varying dynamics.
- Advocate of lifelong learning with keen interest of emerging technologies.

SKILLS

Adobe Suite	Edge Animate, Flash, After Effects, Photoshop, Illustrator, InDesign, Freehand, Dreamweaver, Captivate
Microsoft	Word, Excel, PowerPoint, Project, Visio, SharePoint
Programming	HTML, CSS, Actionscript, JavaScript
Others	Google Web Designer, Articulate, Blender 3D, 3D Studio Max, Unity 3D, Joomla (Content Management System), WordPress

PROFESSIONAL EXPERIENCE

04. 2015 – PRESENT **ATTUNEDWORKS**
Freelancer
- Website development and support for Anthrolab Singapore.
 - Provision of in-house creative services to boutique creative agency – AlotOfEverything Pte Ltd, including:
 - Ideas conceptualisation of various pitches and deck preparation for prospective clients.
 - Design and development of digital advertising collaterals, web banners and electronic direct mailer (eDM) for Development Bank of Singapore (DBS), DirectAsia and Singapore Management University (SMU).
 - United Overseas Bank (UOB) Automated Teller Machine screens revamp and production.
09. 2011 – 04. 2015 **HP EDUCATION**
Multimedia Specialist, Lead
- Client Management
 - Conduct and facilitate different review stages of project.

- Provide information to new clients and capture initial requirements from them.
- Manage existing clients' service requests.
- Manage client expectations and recommend solutions to meet clients' needs.
- Act as main point of contact between client, main contractor and vendor.
- Vendor Management
 - Planning of production schedule and preparation of project brief for vendors' undertaking.
 - Briefing vendors to ensure that they understand the project requirements before the commencement of work.
 - Guidance and provision of production guidelines and recommendations to facilitate smooth delivery of deliverables.
 - Conduct quality check of vendors' finished product.
 - Handle problem resolution and conflict management.
- Production team lead, in charge of resource planning, ensuring timely project completion and quality assurance.
- Art direction and production of scenario/story based animation, character design and illustration.
- Prototyping and establishing the core aesthetics of the overall look and feel of projects.
- Overall in charge in creating style guide and GUI (Graphic User Interface design) for e-learning and web projects.
- Develop user test plans and conduct user testing.
- Conceptualization and production of creative material for in-house graphic/multimedia design needs such as collaterals, eDMs and video production.
- Design information and visual flow of business proposal presentation slides and improving core visuals to illustrate key points better.

10. 2004 – 07. 2011

INKSTUDIO PTE LTD
Senior Media Designer

- Art direction and production of scenario/story based animation, character design and illustration.
- Prototyping and establishing the core aesthetics of the overall design outlook of e-learning projects.

- Overall in charge in creating style guide and GUI (Graphic User Interface design) for e-learning projects
- Overall design of websites, intranets and content management system powered websites.
- Conceptualization and production of creative material for various online campaigns, event/advertising materials (i.e. e-newsletter, web banners, e-cards)
- Planning, estimation of required time for production and supervision of graphic aspect of multimedia projects.
- Graphical assets management and organization for ease of use and identification between relevant stakeholders.

EDUCATION

01. 2011 – 01. 2014

SIM UNIVERSITY (UNISIM)
BSc Multimedia Technology and Design

01. 2001 – 12. 2004

TEMASEK POLYTECHNIC
Diploma in Interactive Media Design

CERTIFICATION

06. 2015 – 12. 2015

INSTITUTE OF ADULT LEARNING SINGAPORE
ACTA (Advanced Certificate in Training and Assessment)