



diana lim

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education

Parsons The New School for Design New York, N.Y.
Associate Degree in Graphic Design 2007
Dean's Honors Award

University of British Columbia Vancouver, Canada
Bachelor of Arts in Psychology 2004

work experience

Johnson & Johnson *Feb '10 - Current*

- Freelance Designer
Working closely with the design team on rebranding and redesigning packaging for consumer products in the Women's Health Care Division.

Freelance at Various *Aug '09-Jan'10*

- Graphic Designer/Art Director
Clients include Gusto Organics Restaurant, Vivo Juice Bar, Physiomax, Saveur Magazine, & Dead as We Know it (worked on brands including Kraken Rum, Matusalem Rum, Gran Centenario, 1800 & Rosangel).

Supertrade Enterprises *May '09-Jul '09*

- Freelance Art Director & Designer
Lead and managed a creative team from the conceptualization to the launch of www.supertrade.com.ph. Art directed photoshoots for the company's line of over 40 agricultural machinery and equipment.

Yard *Nov '08-Feb '09*

- Freelance Junior Graphic Designer
Worked with the creative director and art director on the Spring/Summer '09 ad campaigns for Converse and John Varvatos. Collaborated with the design team on projects for Kenneth Cole, NARS cosmetics, and Thompson Hotel.

Martha Stewart Living Omnimedia *Sep '08-Nov '08*

- Freelance Packaging & Production Designer (began as an intern)
Worked with the whole creative team to design packaging and various marketing collateral for Martha's Macy's and Kmart line of products. Assisted in photo shoots. Mechanicalized and released files for production.

Ogilvy Healthworld *Feb '08-May '08*

- Freelance Junior Art Director
Worked with the whole creative team on conceptualizing ideas for ads for various pharmaceutical clients such as Wyeth and Roche. Designed print collateral such as brochures and newsletters, and acted as design support for numerous design projects.

Todd Layne Cleaners *Jul '07-Aug '09*

- Freelance Art Director
Conceptualized and designed ads and direct mail postcards. Directed, photographed, and produced all the materials used for the company's various marketing materials.

Intern at Various: Sirius Satellite Radio, Futurethink, Willkie Farr & Gallagher *Jun '07-Sep '07*

- Graphic Design/Marketing/Web Design Intern

skills

Excellent in Adobe Photoshop, In Design and Illustrator
Basic knowledge of Quark, Dream Weaver, Flash, HTML, CSS and Javascript
Excellent in photo re-touching, color correcting, and editing
Proficient print and web production skills
Basic MS Word and Powerpoint
Comfortable in both MAC and PC platforms