

Darren Lim

Animator, Creative Designer, Video Producer, Writer

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Work Experience

Multimedia Designer

Freelance/Various

08/2011 – present

- I specialise in digital artwork, motion graphics and video for branding, marketing, workshops and social media
- Companies and organisations I have designed or illustrated for include FWD, GoBear, Henner, HSBC, Klook, Sentosa Development Corporation and Standard Chartered Bank

Visit my [portfolio website](#) to view sample works and a list of clients

Junior Art Director

GoBear

03/2017 – 02/2020

- Directed, wrote, produced, and edited finance knowledge videos for in-house channel GoBearTV (on YouTube and Facebook)
 - YouTube channel views (2.9 million+), Facebook total video views (5 million+)
- Created social media content to engage and increase GoBear's followers on Facebook and Instagram
 - 2.5x increase in Facebook followers from 2017-20
- Designed digital and video ads (Facebook, Yahoo, Google Display Network, YouTube), marketing campaign assets and out-of-home advertising (digital/video/print) for GoBear and its partners (a who's who of banking, finance and insurance in Singapore)
- Designed company merchandise, collaterals and event signage
- Performed photography and digital imaging tasks

Project Officer

Nanyang Technological University

08/2011 – 07/2016

- Worked on award-winning animated short films and other video projects in a range of creative responsibilities—animation, art direction, character and set design, compositing, script writing and editing, video editing, visual effects

Visit my [portfolio website](#) for a complete filmography and details

Additional Experience

Author

Epigram Books

03/2020 – present

- Created and wrote the bestselling and award-nominated Ace Agent Spycat series, published by Epigram Books—these entertaining, exciting and educational stories for middle-grade readers recount the international missions of Spycat, an agent with crime-fighting organisation FELINE
 - *Ace Agent Spycat and the Flying Sidekick* (Book #1, 2020)
 - Popular Readers' Choice Awards 2021 – English (Children) Nominee
 - Red Dot Book Awards 2021 – 2022 – Shortlist
 - *Ace Agent Spycat and the Mayonnaise Mayhem* (Book #2, 2021)
 - Popular Readers' Choice Awards 2022 – English (Children) Nominee
 - *Ace Agent Spycat and the Nameless Note* (Book #3, 2022)
- Manage and create content for the series' Facebook and Instagram accounts
- Make guest appearances at writing and book festivals
- Give talks in primary and international schools to promote creative writing

Visit the [**Ace Agent Spycat website**](#) for more details

Script Writer & Editor

Freelance/Various

07/2010 – 03/2020

- Wrote and edited scripts etc. for animated short films, animated TV series and social media videos—in the service of studios/companies such as Mediacorp, Omens Studios and Weaving Clouds

Visit my [**portfolio website**](#) for a complete filmography

Education

Bachelor of Fine Arts in Digital Animation

School of Art, Design and Media, Nanyang Technological University

First Class Honours

Skills

- Adobe Creative Cloud, with expertise mainly in Adobe After Effects, Adobe Illustrator, Adobe Photoshop and Adobe Premiere Pro
- Animation
- Art direction
- Branding & identity
- Content creation
- Copy writing & editing

- Creative design
- Creative writing
- Graphic design
- Illustration
- Infographics
- Microsoft Office
- Motion graphics
- Publishing
- Social media content creation
- Script writing & editing
- Video editing & post-production