

# Charles Lim

## Digital Creative Director

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## Summary

Award-winning creative and technical leader with 10 years of marketing agency experience building digital teams and products. Focused on the intersection of design, technology and content with extensive experience in travel, automotive, food and luxury sectors.

## Digital Skills

- Deep understanding of user experience in the digital space.
- Excellent communication skills. Ability to break down technical jargon into business requirements using metaphors, diagrams and infographics.
- Proficiency in managing digital workflows and processes.
- Good eye for design and editorial across digital media, including video, photography and animation.
- Master of HTML/CSS/SCSS. Expert in WordPress development. Advanced JavaScript and JQuery. Intermediate PHP skills. Fluency in all Adobe applications.
- Familiarity with Windows and Mac OS
- Digital native. Knowledgeable and up-to-date on many different topics dealing with technology and the internet.

## Education

- 2006: Graduated Graphic Design at St. Lawrence College.
- 2002: Completed second year at Queen's University, majoring in Computer Science.

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## Personal Characteristics and Accomplishments

- Won numerous awards in marketing, design, development, including a journalism award for an article about magazine apps (<http://sparksheet.com/print-in-digital-clothing-the-problem-with-magazine-apps/>)
- Been all around the world (business and pleasure). Travels include Australia, China, Dominican Republic, Dubai, Egypt, England, Hong Kong, Italy, Japan, Morocco, Philippines (every three years; where most of my family is), Portugal, Spain, Sweden, Thailand, U.S.A.
- Dependable, reliable and an excellent mentor and team leader. Functions well under pressure.
- Artistic and creative. Can produce a communicable drawing of anything on cue.
- Efficient at learning new things quickly and utilizing new skills.
- Excellent presentation skills. Very articulate in English. Competent at speaking French.

## Hobbies

Video games, design, hip hop, fashion, tech/gadgets, drawing and basketball.

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*References available upon request.*

## Experience

### Director, Digital Platforms - Totem (Yellow Pages Group) (2015-Current)

- Provide digital creative vision and strategy for North American clients in the automotive, food and insurance industries.
- Lead team of editors, designers and developers to conceive, build and deploy digital products across media channels.

### Director, Digital - Spafax (2009-2015)

- Built department and led the creative strategy and execution of branded content platforms, overseeing design/UX, technology, production and strategy.
- Helped Air Canada achieve 1 million Facebook likes through effective creative direction of social media apps and microsites.
- Designed and developed Earn Your Wings, a popular loyalty gamification platform yielding 875% ROI.
- Creative Director and columnist for Sparksheet, the award-winning magazine about content, media and marketing.

### Design & Development Supervisor - Spafax (2006-2009)

- Managed growing web team, overseeing design and development of digital products.
- Designed, implemented and maintained digital products and processes for all international accounts.
- Founding Creative Director for Air Canada's enRoute Film Festival.

### Design Intern - Air Canada's enRoute Magazine (2006)

- Created print layouts, coordinated photos and illustrations, and assisted on photo shoots.