

Charles Lim

Based in Toronto, Ontario
Email: him@charleslim.net
Phone: +1 (514) 781-8503

Website: charleslim.net
Blog: crookedpixels.com
LinkedIn: linkedin.com/in/chedonline

Summary

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

Digital and Creative Skills

- Deep understanding of user experience in the digital space.
- Excellent communication and presentation skills. Ability to break down technical jargon into business requirements using metaphors, diagrams and infographics.
- Proficiency in establishing and managing digital workflows and processes.
- Astute eye for design and editorial across digital media, including video, photography and animation.
- Master of responsive design and HTML/CSS/SCSS. Expert in WordPress development. Advanced JavaScript and JQuery. Intermediate PHP skills.
- Fluency in all Adobe applications on Windows and Mac.
- 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.

Experience

Director, Digital - Totem (2015-Current)

- Provide digital strategy, vision and production for clients in the automotive, food and financial industries.
- Lead team of editors, designers, developers, and producers to conceive, build and deploy digital products across media channels.
- Help establish and grow Totem's own digital marketing activities and develop its internal and partner platforms.

Director, Digital - Spafax (2009-2015)

- Grew and managed digital department, led the conception and execution of branded content products, overseeing the design/UX, technology, production and strategy.
- Designed and developed digital campaigns and websites including Air Canada's 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)

- Designed, implemented and maintained digital products and processes for international accounts.
- Built digital team from the ground up, establishing the resources and relationships for the efficient creation of digital products.
- Founding Creative Director for Air Canada's enRoute Film Festival.

Designer - Air Canada's enRoute Magazine (2006)

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

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 (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.
- Systematically artistic and creative. Can express ideas in multiple ways, such as infographics, diagrams and sketches.
- Efficient at learning new things quickly and utilizing new skills.
- Excellent presentation skills. Very articulate in English. Competent at speaking French.

References available upon request.