



MARC CHRISTIAN LIM

SENIOR ARTDIRECTOR

CONTACT

Phone Number :
+971 56 230 3548

Email Address :
mackylim@yahoo.com

Website :
mackylim.com

EDUCATION

Bachelor of Fine Arts Major in
Industrial Design
University of Santo Tomas

SKILLS

Art Direction



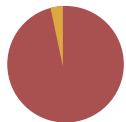
Copywriting



Conceptualizing



Finalizing



95% | PS
Adobe Photoshop



95% | AI
Adobe Illustrator



85% | ID
Adobe Indesign



95% | MS
Microsoft Office

PROFILE

With over two decades of vibrant involvement in design and advertising, I bring a wealth of experience as an accomplished Art Director celebrated for my imaginative flair and strategic mindset. Adept in Adobe Creative Suite and experienced in conceptualization, layout, and product design, I've effectively guided diverse teams to bring impactful projects to life across digital platforms, events, and various collateral mediums.

EXPERIENCE

ASSISTANT MANAGER - GRAPHIC DESIGNER (MARKETING - CREATIVE)

MOTIONGATE™ Dubai (December 2018 - Present)

- Led the creation of impactful seasonal campaigns, enhancing the park's brand visibility and visitor engagement.
- Demonstrated a deep understanding of MOTIONGATE™ Dubai Intellectual Properties, ensuring creative assets and campaigns aligned seamlessly with brand guidelines.
- Collaborated closely with external creative agencies to maintain consistent art direction for ongoing campaigns, verifying compliance with brand guidelines.
- Collaborated closely with the Head of Marketing and Brand Managers to drive the strategic design direction for MOTIONGATE™ Dubai, resulting in high-impact creative activations.
- Maintained the highest standards of brand representation, aligning with the company's vision and guidelines, and showcasing the park's strong association with renowned studios such as DreamWorks Animation, Lionsgate, Sony Animation, and Peyo.

ASSISTANT MANAGER - GRAPHIC DESIGNER (MARKETING - CREATIVE)

DUBAI PARKS AND RESORTS CORPORATE (September 2016 - November 2018)

- Demonstrated a profound understanding of Dubai Parks and Resorts' Intellectual Properties creative assets and approval requirements.
- Applied deep knowledge of GCC cultural properties to ensure respectful and culturally compliant art concepts.
- Collaborated closely with creative agencies to align art direction for active campaigns and activations.
- Consistently designed and delivered concepts within set timelines.
- Collaborated with the Head of Marketing and Brand Manager to define and execute the best designs for Dubai Parks and Resorts' creative direction and activations.

ART DIRECTOR

QUILL COMMUNICATIONS (November 2015 - June 2016)

Clients: Federal Electricity & Water Authority (FEWA), Dubai Cables (DUCAB), General Authority of Islamic Affairs & Endowments, Abu Dhabi Finance (ADF).

ART DIRECTOR

EQUITY ADVERTISING DUBAI (December 2014 - June 2015)

Clients: Hersheys, Jackys, Samba, Acer, HTC and LG.

CREATIVE HEAD/ SENIOR ART DIRECTOR

BBDO RED DOT CAMBODIA (November 2013 - August 2014)

Clients: P&G (Olay, Pantene and Ariel), Sony, Hewlett-Packard, SCG Cement and Roofing Tiles

SENIOR ART DIRECTOR

DENTSU PHILIPPINES (May 2010 - August 2013)

Clients: Ajinomoto, Kobayashi, Uniqlo, Forever 21, Powerade, SM Malls & Department Stores, Toyota, Panasonic, Wacoal, JTI - Salem.

ART DIRECTOR

ESPRESSO DESIGNCOMM CORP (June 2008 - March 2010)

Clients: Vista Land Properties: Georgia Club, Augusta, Pepsi (Non Carbonated): Gatorade, Tropicana, Propel, HSBC: HSBC Credit Card, SM: Malls & Department Store

CREATIVE SPECIALIST

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS & MISSIONS (June 2001 - June 2008)

GRAPHIC ARTIST / PRODUCTION ASSISTANT

ABS-CBN INTERACTIVE INC. (June 2000 - June 2001)

BRANDS HANDLED

