

Fern Lim

thecontagiousfern.com • fern@thecontagiousfern.com

Independent Contractor • The Contagious Fern

WORLDWIDE • MARCH 2010 – PRESENT

... Empower businesses of all sizes via branding, UX consultation, website and social media content creation, and logo and publication design

Designer • Situation Interactive

NEW YORK, NEW YORK • APRIL 2015 – APRIL 2016

... Efficiently communicated within and across teams to design within budget and on schedule for numerous concurrent projects
... Increased team productivity by taking initiative in template creation
... Designed website pages (responsive, desktop, mobile) for Broadway clients such as *American Psycho*, *School of Rock*, *Beautiful*, and *On Your Feet!*
... Speedily executed asset production of HTML5 banner ads and eBlasts targeted to each project's goals, output specifications, and client branding

Design & Marketing • East West Theatre (EWT)

SHANGHAI, CHINA • FEBRUARY 2011 – JUNE 2014

... Established brand identity and spearheaded creation of the EWT Style Guide
... Engaged audiences by designing for and implementing EWT's online presences
... Designed print and digital marketing materials for 20 productions

Digital Designer • WPP's Blue Hive, Asia Pacific

SHANGHAI, CHINA • SEPTEMBER 2012 – APRIL 2014

... Provided Ford customers with a central information hub by designing the responsive Ford Asia Pacific Owner Portal website
... Synchronized Blue Hive identity across all Asia Pacific markets by leading the creation of the Blue Hive Style Guide
... Designed for the specific needs of 11 countries in the Asia Pacific region by systematically localizing specific car model websites for each market

Lead Graphic Designer • QPSoftware

SHANGHAI, CHINA • AUGUST 2011 – JULY 2012

... Increased clients' potential audience by integrating content in English, Chinese, and French, and performing SEO in English
... Provided online presence and ecommerce sites for local and international businesses through the design of 14 websites

Creative Development & Design • Walker Clark Coaching

SAN DIEGO, CALIFORNIA • MARCH 2010 – OCTOBER 2010

... Marketed events at all stages from design to printing to distribution
... Managed and edited company website using Flash, HTML, CSS

Education

**WESTMONT COLLEGE •
SANTA BARBARA, CALIFORNIA**

... Bachelor of Arts:
Double Major in Physics
& Art (Graphics Emphasis)

Skills

... Photoshop CC
... InDesign CC
... Illustrator CC
... WordPress
... Mailchimp
... Squarespace, Wix
... Proficient in HTML, CSS

References

... [linkedin.com/in/fernlim](https://www.linkedin.com/in/fernlim)

Values

... Joy, Play & Whimsy
... Curiosity & Exploration
... Constant growth
... Beauty & Expression
... Gratitude