

RON LIM

CREATIVE DIRECTOR

WHO HAS BEEN

HAILED WITH SUCH ENTHUSIASTIC APPLAUSE

FREELANCE, Art Director/Copywriter, February 2015-Present. Digitas, ATTIK, OgilvyOne, TBWA/Chiat/Day, Cog1, Concord/Stax Records, Optimal Strategix Group, Anderson & Lembke, Distill Group. Clients included eBay, Electronic Arts, Scion, Toyota, Yahoo, Cartoon Network, Bank of America, 3Com, Cisco, Tandem Computers, LucasArts, sfgate.com, KRON TV-4, Hack Reactor, Merck, WP Engine, Novartis, FilmCore, Namco, Nathaniel Rateliff & The Night Sweats.

ATTIK S.F., Creative Director, May 2006-February 2015. Began life here as an ACD, but promoted within two years. Managed the advertising/integrated team with 8-12 direct reports, freelancers and also consulting the design group. Clients included Scion (U.S. and Canada), Lexus (U.S. and International), Toyota (U.S. and Saudi Arabia), Sony Online Entertainment, Taco Bell, Moviefone, Yahoo, American Licorice, ExpressJet, Boost Mobile. Featured panelist for the SF Egotist's ONCE, "a once-in-a-lifetime gathering of the city's most creative people." Featured speaker at Variety's 3-D Entertainment Summit's Mad Men of Advertising panel.

FOOTE, CONE & BELDING S.F., Senior Art Director/Copywriter, May 2000-December 2005. Senior creative on Amazon.com, a brand for which he won almost every major advertising award. Helped create the long-running "Think Outside the Bun" campaign for Taco Bell and reversed 5 years of negative sales on the brand. I won Gold and Bronze Effies whilst on Taco Bell. Lead creative on Kikkoman. Also briefly worked on Sega, Dockers, Major League Baseball, Compaq, OnFile.com and AT&T.

McCANN-ERICKSON S.F., Senior Art Director, September 1998-May 2000. Worked on virtually every division of Microsoft (enterprise, developer, consumer, IT, gaming, etc.). Launched Windows2000 with a massive national print & outdoor campaign.

OPINIONS OF THE JUDGES

Regional Addys 2013, Gold
2013 Webby's Activism Honoree
The 2013 Tellys, Four Silvers, Ten Bronzes
The 2012 Tellys, One Silver, Seven Bronzes
SF Egotist Once 2011, Featured Panelist
Regional Addys 2011, Silver
One Show 2011 Entertainment Awards, Merit
FWA Site of the Day, 11.23.10
AdAge, Best Ads, September 2010
MI6 Game Marketing Awards, 2010.
Gold, Bronze
OAAA Awards, 2008. Finalist.

Adweek, Featured Campaign, August 2008
Lüerzer's Archive, 2007
Effie Awards, 2005. Gold
AdAge, Best Spots of the Week, April 2004
Addy Awards, 2003. Gold
The 2003 Tellys, Bronze
Effie Awards, 2003. Bronze
One Show 2001. Two Silvers, Two Merits
British Design & Art Direction 2001.
Two Finalists
Addy Awards, 2001.
Three medals, One Certificate

Cannes Lion, 2001. Two Finalists
Clio Awards, 2001. Short List
San Francisco Show 15, 2001. Four Golds
New York Festivals, 2001. Gold
London International Advertising Awards,
2001. Gold, Two Finalists
Adweek, Best Spots, January 2001.
Stout-Laden 39th International Advertising
Festival, 2001. One Silver, One Craft
Adweek, Best Spots of the Year, 2000.
Adweek, Best Spots, December 2000.
AdAge, Best Spots of the Year, 2000.
