

RON LIM

CREATIVE DIRECTOR

415.990.7546 | ron@ronlim.com | www.ronlim.com

EXPERTISE

- Team Leadership:
15+ years managing creative departments
- Talent Development:
6+ hires have gone on to become creative directors
- Cross-functional Collaboration
- 20+ years building world-class brands

GUEST SPEAKER

- SF Egotist Once, Featured Panelist
- Variety 3-D Entertainment Summit, Featured Panelist

AWARDS/ACCOLADES:

One Show, D&AD, Cannes Lions, the Addys, the Tellys, Clio Awards, London International Advertising Awards, Effies, Stout-Laden International Advertising Festival, Content Marketing Awards, M16 Game Marketing Awards, OAAA Awards, Ad Age Best Ads, Adweek, the San Francisco Show.

SKILLS:

Adobe Creative Suite (Illustrator, Photoshop, InDesign), Figma, Canva, Slack, generative AI, Microsoft Office Suite.

EDUCATION

ACADEMY OF ART UNIVERSITY. Bachelor of Fine Arts.

- Advertising Major
- Graduated with Distinction

EXPERIENCE

SERVICENOW. Contract/Senior Art Director. October 2023 - present.

Contract art director on the brand and film teams.

- Created global films and customer/partner films
- Worked on event theming and swag (Knowledge24 and CreatorCon10).
- Developed digital campaigns, internal comms and social.

FREELANCE. Creative Director, Art Director, Copywriter, Illustrator.

January 2023 - Present.

- Agencies: Digitas, ATTIK, OgilvyOne, TBWA/Chiat/Day, Cog1.
- Clients: ServiceNow, Toyota, Scion, Yahoo, Cartoon Network, Bank of America, Cisco, Electronic Arts, LucasArts, Merck, Novartis, Namco, eBay, Concord/Stax Records (Paul McCartney, Paul Simon, Steve Perry, and Nathaniel Rateliff & The Night Sweats).

SALESFORCE. Associate Creative Director (Director Customer Marketing).

December 2015 - March 2023.

Solutions-oriented creative lead on AppExchange. Managed team servicing 20+ internal clients.

- Started as Senior Art Director. Promoted in 2022.
- Digital, print, quarterly magazine, social and video campaigns. Environmental design including webinar sets and partner events. Creative lead on Einstein Zone, Dreamforce 2019.
- Generated quarterly business reports to share across teams
- Supervised outside agencies and contractors.
- Content Marketing Award winner, 3+ consecutive years.

ATTIK, S.F. Creative Director. May 2006 - February 2015.

Brought on as Associate Creative Director and promoted to CD after acquisition by Dentsu.

- Managed the advertising department including multi-functional creative teams, with 8-12 direct reports, freelancers and also consulting the design and digital teams.
- Produced full-funnel, integrated campaigns for Scion, Lexus (U.S. and international), Toyota (U.S. and Saudi Arabia), Yahoo, ExpressJet Airlines, AOL, Boost Mobile and Moviefone.
- Lexus IS-F campaign boosted awareness by 20% and recall by 17% (National CineMedia).
- Campaigns recognized by the One Show, Addy and FWA.
- Strong project management skills, meeting tight deadlines in a fast-paced environment
- Led the pitch team, winning projects from Sony Online Entertainment, Taco Bell and American Licorice.

FOOTE, CONE & BELDING, S.F. Senior Art Director. May 2000 - December 2005.

Lead creative on Amazon.com and Kikkoman. Additional clients included Sega, Major League Baseball, Compaq, and AT&T.

- Won almost every major advertising award for Amazon.com holiday campaign.
- Launched the Think Outside the Bun campaign for Taco Bell, reversing 5 years of negative sales on the brand.
- Won Gold and Bronze Effies on Taco Bell.