

Part 1

Personal info  
Education/Skills

# H A N D S O N

## *Curriculum vitae*



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### I N F O R M A T I O N

An interactive art director who loves to tell stories using design + technology.

Name	Portfolio	Contact	Email
Si Ping Lim	<a href="http://www.thehandson.co">www.thehandson.co</a>	+1 212 203 3623	<a href="mailto:hello@thehandson.co">hello@thehandson.co</a>

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### E D U C A T I O N

◆	◆	◆
2016	2009	2008
<b>Master of Fine Arts</b> <i>Parsons The New School of Design</i>	<b>Bachelor of Arts</b> <i>LASALLE College of the Arts</i>	<b>Diploma</b> <i>LASALLE College of the Arts</i>
MFA in Design + Technology <b>Awarded DesignSingapore and President's Scholarship</b>	BA in Graphic Design <b>First Class Honors</b>	Diploma in Communication Design

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### A W A R D S & P R E S S

Work has appeared in **Computer Arts Magazine, Art Director's Club, Digital Arts Magazine, Lurzer's Archive, Mashable, Territory Magazine, Nokia N-Series Campaign, TimeOut Magazine, The Straits Times, I-S Magazine, Animax Channel**

#### **The Crowbar Awards**

2 Golds

Winner of Best of Show

Winner of Best of Interactive

Winner of Best of Design

#### **Singapore Design Festival**

Partner

#### **International Academy of Digital Arts and Sciences**

Judge

#### **D&AD New Blood**

Representer

#### **Adobe Creative Suite Launch**

Speaker

#### **Instint Art of Interactivity**

Speaker

#### **NYC Media Lab Summit**

Speaker

# H A N D S O N

## *Experience*



◆ 2016 – Present

### Senior Interactive Designer

*C&G Partners*

*New York*

- Introduced rapid prototyping concepts and agile workflow to our design process
- Lead designer on most interactive installations for Museum of the Bible located in Washington DC
- Trained interactive team on Sketch, Zeplin and LottieJS to streamline our design workflow

◆ 2016

### Adjunct Lecturer

*Parsons The New School of  
Design, New York*

- Wrote curriculum and taught human-centered design and principles at MFA Design and Technology

◆ 2013 – 2016

### Interactive Art Director

*Handson Studio*

*New York & Singapore*

- Independent studio that engages in various art projects and freelance work including installations, websites and apps.
- Collaboration with **IBM Watson** as independent artist to create an interactive live performance for the IBM Amplify Conference.
- Design work for **Intel** to build online media presence and **DELL** for e-commerce products in Japan
- Pitch work for one of Indonesia's largest telecommunication companies, **XL Axiata**

◆ 2011 – 2013

### Art Director

*Tribal DDB, Singapore*

- Led a R+D department within Tribal DDB to explore combining design and technology for various projects for clients like **Uniqlo**, **Philips**, **Neutrogena**, **Singapore Tourism Board** & **Asian Civilizations Museum**

◆ 2009 – 2011

### Junior Art Director

*Tribal DDB, Singapore*

- Worked on various projects for clients like **Singapore Changi Airport**, **Volkswagen**, **Uniqlo** & **DBS Bank**