

Part 1

Personal info  
Education/Skills

H A N D S O N

# Curriculum vitae



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## PERSONAL INFORMATION

A digital maverick who loves to tell stories using design + technology.

Name	Location	Contact	Portfolio
Si Ping Lim	New York, NY	+1 212 203 3623	www.thehandson.co

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## EDUCATION

◆	◆	◆
2016	2009	2008
Master of Fine Arts <i>Parsons The New School of Design</i>	Bachelor of Arts <i>LASALLE College of the Arts</i>	Diploma <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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## AWARDS & PRESS

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*

- Collaboration with **IBM Watson** as independent artist to create an interactive live performance for the IBM Amplify Conference.
- Campaign work for **Intel** to build social media presence
- User interface design and iconography for **DELL** for their e-commerce website in Japan
- Pitch work for one of Indonesia's largest telecommunication companies, **XL Axiata**

◆ 2011 — 2013

### Art Director

*Tribal DDB, Singapore*

- Co-led a R+D department at Tribal DDB to explore design and technology related projects. Worked closely with developers and Junior Art Directors. Clients include **Philips, Neutrogena, Singapore Tourism Board & Asian Civilizations Museum**

◆ 2009 — 2011

### Junior Art Director

*Tribal DDB, Singapore*

- Art direction and production work for clients such as **Singapore Changi Airport, Volkswagen, Uniqlo & DBS Bank**