

Part 1

Personal info
Education/Skills

H A N D S O N

Curriculum vitae



PERSONAL INFORMATION

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

Name	Email	Phone	Portfolio
Si Ping Lim	hi.handson@gmail.com	+1 212 203 3623	www.hellohandson.com

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 Awarded DesignSingapore + President's Scholarship	BA in Graphic Design First Class Honors	Diploma in Communication Design

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 – 2018

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. 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**