

Darren Lim

Animator | Creative Designer | Video Producer | Writer

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Work Experience

Multimedia Designer

Freelance/Various

08/2011 – present

- Specialist in creating digital artwork, motion graphics and video content for branding, marketing, workshops and social media
- Provided design and illustration services to high-profile clients including Sentosa Development Corporation, Standard Chartered Bank, The Tintin Shop Singapore and TriOn & Co

Please visit my [portfolio website](#) to view sample works and a comprehensive list of clients

Junior Art Director

GoBear

03/2017 – 02/2020

- Conceptualised, scripted, produced and edited finance knowledge videos for in-house channel GoBearTV, achieving over 2.9 million YouTube channel views and 5 million Facebook video views
- Developed engaging social media content, resulting in a 2.5x increase in Facebook followers for GoBear from 2017-20
- Designed digital and video ads across multiple platforms (Facebook, Yahoo, Google Display Network, YouTube) and created marketing campaign assets and out-of-home advertising for GoBear and its partners (a who's who of banking, finance and insurance in Singapore)
- Designed company merchandise, collaterals and event signage
- Performed photography and digital imaging tasks

Project Officer

Nanyang Technological University

08/2011 – 07/2016

- Contributed to award-winning animated short films and other video projects, handling a range of creative responsibilities including animation, art direction, character and set design, compositing, script writing and editing, video editing and visual effects

Please visit my [portfolio website](#) for a complete filmography and details

Additional Experience

Author

Epigram Books

03/2020 – present

- Created and authored the bestselling and award-nominated Ace Agent Spycat series, published by Epigram Books—these entertaining, exciting and educational stories for middle-grade readers recount the international missions of Spycat, an agent with crime-fighting organisation FELINE
- Nominated for the Popular Readers' Choice Awards in 2021 and 2022
- Shortlisted for the Red Dot Book Awards 2021 – 2022
- Manage and create content for the series' Facebook and Instagram accounts
- Make guest appearances at writing and book festivals
- Deliver talks in primary and international schools to promote creative writing

Please visit the [**Ace Agent Spycat website**](#) for more details

Script Writer & Editor

Freelance/Various

07/2010 – 03/2020

- Wrote and edited scripts for animated short films, animated TV series and social media videos, serving studios/companies such as Mediacorp, Omens Studios and Weaving Clouds

Please visit my [**portfolio website**](#) for a complete filmography

Education

Bachelor of Fine Arts in Digital Animation

School of Art, Design and Media, Nanyang Technological University

First Class Honours

Skills

- Adobe Creative Cloud, with expertise mainly in Adobe After Effects, Adobe Illustrator, Adobe Photoshop and Adobe Premiere Pro
- Animation
- Art direction
- Branding & identity
- Content creation
- Copy writing & editing
- Creative design
- Creative writing
- Graphic design
- Illustration
- Infographics

- Microsoft Office
- Motion graphics
- Publishing
- Social media content creation
- Script writing & editing
- Video editing & post-production