

Jerry Lim
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Visual, UX and Motion Designer

Jerry Lim is a New York based designer, currently working as a Creative Director for Hydra Frame Digital Studios. He began his design career over 15 years ago as Creative Director at the Microsurgery Advanced Design Lab at Johns Hopkins Hospital where he developed interactive projects in collaboration with world-class doctors and researchers. These were design initiatives that had a direct and immediate impact on the wellbeing of patients, and helped form his humanistic and user-centered philosophy towards design. Most notably, Jerry developed 3D visualizations for the Wilmer Eye Institute's Retinal Prosthesis team's groundbreaking project attempting to capture patient "sight".

Jerry is currently working on various digital projects for Novartis Oncology and recently finished a video for Maya Lin's What is Missing? Foundation for Earth Day 2017. He also serves on the board of the International Design Network Foundation.

Clients:

John Hopkins Hospital, Novartis, Johnson and Johnson, Fritz Haeg's Edible Estates, Whitney Museum of Art, Urban Green Council, Capital Records, Universal Records, MTV, Faith Popcorn's Brain Reserve, Brooklyn College, Maya Lin, Museum of Chinese in America (MOCA) and numerous global health-care communication agencies.

Capabilities:

Visual design, UX, motion graphics, strategy, art direction, and sound design.

Skills:

Strong commitment to team dynamics, self-motivated, able to handle challenges with proven history of increased productivity, focused, versatile, dependable, strong work ethic, and dependable. Expert knowledge of current graphics and animation applications.

Experience

Creative Director

Hydra Frame

June 2008 – Present, New York, NY

Designing and executing digital initiatives across a diverse range of delivery platforms (e.g. web, mobile app, video, etc.), developing in-house software and products, collaborating with and managing project team members including developers,

information architects, copywriters, art directors and project managers to develop strategic approaches to meet client goals, oversee quality of work and manage deliverables, client presentations, industry research, and hands-on execution of solutions.

Creative Director and Lead Designer

Keep Company

September 2007 – May 2008 Los Angeles, CA

Designed and oversaw full production of footwear, supervised overseas manufacturing, developed and implemented all online initiatives including the company's ecommerce site, online marketing, and communications.

Co-Founder and Creative Director

Plastic Enigma

January 2002 – January 2006 New York, NY

Established a cross-disciplinary design and consulting company focusing on art and design, led high-level concept development and marketing strategies for numerous clients such as Capitol Records, Faith Popcorn, Universal Records, Beastie Boys, and Johnson & Johnson, oversaw full production from print to interactive, co-developed and produced the Effie Award winning Ouch Campaign for Tylenol with Faith Popcorn's Brain Reserve.

Lead Interactive Designer

Covi Studios

November 1999 – November 2001 New York, NY

Designed websites and interactive projects for top-level clients such as Bose, Black and Decker, etc.

Creative Director

Microsurgery Advanced Design Lab, Wilmer Eye Institute,
John Hopkins Hospital

June 1996 – November 1999 Baltimore, MD

Designed 3D conceptualizations and visualizations of various surgical procedures and instrumentation for the internationally-renowned eye institute, collaborated with project team including industrial designers, electrical engineers, scientists, doctors, and machinists, developed interactive educational programs, performed as an artist-in-residence creating 3D and 2D illustrations for the retinal prosthesis team's groundbreaking project attempting to capture patient "sight" during prosthetic experiments.

Education

2017 MFA, Cornell University, Ithaca, NY

Recipient of Cornell AAP Full Scholarship

1997 BFA, Maryland Institute College of Art

Recipient of Maryland Distinguished Scholar in the Arts Award