

## **Jerry Lim**

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### **Visual, UX and Motion Designer**

Jerry Lim is a New York based designer, currently working as the senior UX designer at Cross River Bank, recently listed as one of the most innovative fintech companies by Forbes magazine. He began his design career over 20 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. Most notably, Jerry developed 3D visualizations for the Wilmer Eye Institute's Retinal Prosthesis team's groundbreaking project attempting to capture patient "sight".

Jerry 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, Beastie Boys, 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, creative direction, video and sound design.

## **Experience**

### **Senior UX Designer**

Cross River Bank  
May 2017 – Present, New York, NY

Head of all user experience related initiatives for digital products across the whole bank. Work to translate stakeholder needs into research backed design and technology solutions.

### **Creative Director**

Hydra Frame  
June 2008 – April 2017, 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 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 clients such as Bose, Black and Decker, ESPN, Dewalt 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

References Upon Request