

Esmee Lim Granston

Art Director

Art Director with 8 years of experience in the implementation, drafting, and execution stages of the visual and creative processes. Creates with a strong passion for design and conceptual thinking. Highly skilled in problem solving, communication, time management and organization.

New York City, NY
+1 (917) 853 0329
esmeelim@outlook.com
www.esmeelim.com

WORK EXPERIENCE

Freelance / Art Director

OCT 2015 - PRESENT, REMOTE

- Managed the complete design process from conceptualization to final delivery of brand identities, marketing campaigns and visual concepts.
- Created strong and distinct concepts and designs based on research and creative innovation for brands including FIFA, Eurosports, DYB, Maltz Museum, Danone, Deloitte and Accenture.
- Led the visual implementations of customer-focused SAAS products, in fast-paced start-up environments.

Harold Clarke Advisors / Art Director

OCT 2022 - PRESENT, REMOTE

- Collaborated with stakeholders, UX designers and developers to redesign multiple company websites to appeal to the 0.01% luxury real estate customers.
- Advised and conceptualized design strategies and marketing campaigns to grow brand reach and identity.
- Oversaw design and development of visual marketing materials for The Mandarin Oriental, Honolulu to increase apartment sales.
- Supervised graphic designers to deliver in-house graphics according to brand guidelines to maintain strong company brand.

Ogilvy / Art Director

MARCH 2021 - JULY 2021, NEW YORK

- Garnered 5.7 million views and outperformed all KPIs by designing a suite of industry-specific (automotive, semiconductors, medical, and electronics) pre-roll videos for the Chemours' Teflon.
- Research and creative conceptualizing for the Asics Olympics 2020 campaign.

GREY / Art Director

NOV 2020 - MARCH 2021, NEW YORK

- Created a full campaign for Applebee's Springsips promotion, email, sms, and all social channels.
- Created the daily social posts for AARP on all social channels for the regular account and their foundation account in English and Spanish.
- Created social media animation for Discover to promote the 1\$Cashback.

R/GA / Art Director

JULY 2020 - NOV 2020, NEW YORK

- Designer and co-creator for the global launch ad for Instagram Shop, targeting GenZ and Small business owners. The video performance reached over 500 million users in 10 countries.

EDUCATION

NYU

Design for XR (VR & AR)

Professional Certificate

Miami Ad School

Art Direction

Portfolio Program

Design Academy Eindhoven

Visual Communication Design

Bachelor of Arts

SKILLS

Adobe Creative Suite
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Premiere
Adobe After Effects
Adobe XD
Adobe Muse
Sketch
Spark AR
Studio Cinema 4D
InVision
Figma
Miro

VOLUNTEER WORK

Designer and Tutor

NOV 2017 - NOV 2018, AROUND THE WORLD

Traveled around the world from Dubai, through South East Asia to Japan and South Korea, Hawaii and the US to help local companies by using my design skills. Mostly creating a new branding and websites for small family owned businesses.

Created the branding and visual strategy for Connect by Music in Lesvos, Greece. While educating an other volunteer in using design programs to continue creating professional visuals within the brand guidelines.