

Emilie Lim

www.emilielim.com

PROFILE

British national with 25 years of lived experience in the UK, offering deep understanding of its culture and systems. 5 years experience in graphic design and a graduate with 1st Class Degree. Worked with a marketing agency previously. I thrive in collaborative environment, love blending creativity with empathy to create positive impact design. Eager to learn, contribute to live projects, and grow within the field.

TECHNICAL SKILLS

- Adobe Creative Suite (InDesign, Illustrator and Photoshop)
- ChatGPT, Mid Journey and Firefly
- UI/UX
- Figma
- Canva
- Accessibility design
- Social media graphics
- Presentation decks
- Newsletters
- Infographics
- Strong skills in typography, colour theory and layout

KEY SKILLS

- Cross-functional collaboration (with designers and non-creative professionals)
- Communication of complex ideas clearly and visually
- Willingness to learn with curiosity
- Ownership
- Teamwork in fast-paced, changing environment
- Working autonomously and under pressure
- Reliability & accountability (e.g. covering advisor roles at the Career Centre)
- Stakeholder engagement (gathering feedback and applying it)

EXPERIENCE

Design Editor EIIP (Early Intervention in Psychosis) | Surrey and Borders Partnership NHS Foundation Trust | Jun 2024 - Current

- Visualised 9 newsletters for the psychosis audience which received 100% approval from stakeholders
- Translated complex health information into accessible visual formats to enhance understanding

Student Career Coach | Kingston University | Mar 2024 - Current

- **Selected on merit** to join the Student Voice Panel Discussion at Kingston School of Art's Assessment Centre 2024, contributing valuable input on student interviews resulted in the Future Skills programme
- **Effectively communicated complex information** to diverse audiences, consistently presenting ideas to colleagues and clients with confidence, professionalism, and approachability
- **Demonstrated exceptional time management** by working up to 20 hours per week alongside academic studies, efficiently completing administrative tasks and contributing to team projects
- **Collaborated with professional staff** across the Careers team to support key university initiatives, including Future Skills, Placements, Elevate, Beyond Barriers, and KT1. **One where I have partnered closely with Student Career Advisor to create accessible branded logo, presentation deck and digital resource**
- **Proven reliability and independence**, often working autonomously due to staff shortages, and trusted to maintain high-quality service in the absence of Career Advisors
- **Recognised for a strong work ethic**, ranked as the **second-highest contributor** in the captured data, handling over **110 enquiries**—representing 10% of total interactions tracked

Steward | Kingston First | Sep 2025 - Sep 2025

- Delivered 131 leaflets to members of the public in the Kingston town centre
- Informed and engaged the public about the new InKingston Consumer App launch
- Promoted wearing a fish costume

Graphic Designer | ClearBrand | Jul 2025 - Jul 2025

- Unifying a 20 page report to the previous document
- Revamping 5 diagrams to look professional and aligned with the brand

Junior Designer | Brixton Finishing School | May 2025- Jun 2025

- Selected as 1 of 3 alumni to design limited-edition beer can labels to boost revenue and brand visibility for BFS (in partnership with House 337 Agency)

Graphic Designer | Iwi.earth | May 2023 - Sep 2023

- Developed compelling B2B and B2C social media designs, resulting in over 2,000 followers
- Designed an Instagram ad post, increasing followers from 83 to 2,500+ in a month

Head of Samples | PouchSmart Agency | Feb 2023 - Sep 2023

- Generated presentation decks and sales collateral for B2B clients
- **Doubled my progress (80% of work done) compared to 7 employees (40%) whilst working independently**
- After one month of internship, was promoted from Graphic Design & Sales intern to Head of Samples

Marketing Assistant | Diverse & Equal | Jul 2021 - Sep 2021

- Contributed brainstorming ideas for the website and social media to increase the brand awareness

Graphic Designer | Digital Influx | May 2021 - Jun 2021

- Aligned social media designs with the brand's tone and objectives

Social Media/Usability Consultant | APA (Advertising Producers Association) | Nov 2020 - Nov 2020

- Reviewed the visual design and user experience, leveraging data insights to support informed, user-centered design decisions for the client

Accessibility Designer & Content Creator | Visually Impaired People World Services + Travel Hands | Feb 2020 - Sep 2020

- Increased online presence on Instagram by 108% through static content, carousels, and GIFs

SPEAKING ENGAGEMENTS

- Spotlight Speaker | Beyond Barriers + Kingston University (Oct 2024)
Presented personal mentoring experience to inspire 25+ mentees across four sessions
- Virtual Mentor | Kingston Hub/Empower (Jan - Mar 2023)
Delivered 7 one-to-one mentoring sessions supporting career planning and confidence building

EDUCATION

Kingston School of Art University | Sep 2022 - Jun 2025

BA Hons in Creative and Cultural Industries: Design Marketing - First Class Honours

Modules: Customer Mindfulness, Creative Project Management, Visual Narrative, Design Thinking, History & Context of the Creative Industries, Design Marketing and Culturepreneurship DropLet - top 50 out 300 shortlisted for the Bright Ideas competition

Ravensbourne University | Sep 2018 - Jun 2019

Foundation Art & Design Diploma - Distinction

Let's not end it here! We could [chat](#), I'll show you my [work](#), or we can connect on [LinkedIn](#).