

# 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. Worked in Amsterdam, Tokyo, Hawaii and New York. Creates with a strong passion for design and conceptual thinking. Highly skilled in problem solving, communication, time management and organization.

### WORK EXPERIENCE

#### **GREY / Global Art Director**

**MARCH 2023 - PRESENT , NEW YORK**

- Lead in developing a new strong brand core identity for Pantene.
- Collaborated with P&G to formulate and develop a strategic creative direction defining Pantene's trajectory for the coming years.
- Created Global Campaign Toolkits and visual concepts to be used in North America, Latin America, Europe, and China.
- Designed multiple social and instore campaigns for North America.

#### **Freelance / Art Director and Designer**

**OCT 2015 - PRESENT , AMSTERDAM**

- Managed the complete design process from conceptualization to final delivery of brand identities, marketing campaigns and visual concepts.
- Collaborated with stakeholders, UX designers and developers to redesign multiple company websites to appeal to the 0.01% luxury real estate customers for Harold Clarcke Advisors
- 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.

#### **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.

#### **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.

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

### 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.