RON LIM

Creative Director | Art Director | Storyteller | Brand Builder
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PROFESSIONAL SUMMARY:

Award-winning Creative Director with experience shaping integrated campaigns across digital, film, social, experiential, and print. Proven leader known for blending creative with strategic execution to deliver measurable business growth, and global brand recognition, for brands like Salesforce, ServiceNow, Lexus, and Taco Bell. Honors include Cannes Lions, One Show, Effies, and Clio Awards.

CORE COMPETENCIES

- Brand Strategy & Storytelling
- Creative Leadership & Team Development
- Campaign Concepting, Copywriting, and Art Direction
- Big agency and in-house experience
- Digital, Film, Social, Experiential, and Print Marketing
- AI Integration in Creative Workflow
- Global Brand Building
- Cross-Functional Collaboration
- Traditional and Digital Illustration
- Adobe Creative Suite, Figma, Canva Google Suite

EXPERIENCE:

Razorfish, El Segundo. contract/Associate Creative Director – October - December 2025.

- Helped developed a full suite of location-based personas to guide the creative strategy and user experience for T-Mobile's Smart Portal pilot. The pilot serves as the foundation for a planned nationwide rollout, with regional customization built into the long-term roadmap.
- Developed audience personas, integrating AI-enhanced imagery.
- Delivered a fully realized holiday launch campaign under an exceptionally accelerated timeline, collaborating across disciplines to meet high-visibility deadlines.

ServiceNow. Contract/Senior Art Director. October 2023 - May 2025.

- Created brand and film projects for NHL, VISA, Aston Martin F1, and Teleperformance, delivering global storytelling impact.
- Produced ServiceNow AI Agents campaign; video showcased AI innovations, promoted live-stream event, and was amplified by leadership across social platforms.
- Designed and launched company store + swag program for Knowledge24 and CreatorCon10, driving $157K in sales and 20K+ transactions.
- Concepted digital campaigns, executive communications, and social assets, ensuring brand consistency across diverse audiences.

Salesforce. Associate Creative Director. December 2015 - March 2023.

- Promoted from Senior Art Director; led creative for AppExchange, managing campaigns across digital, print, video, and social.
- Spearheaded Dreamforce 2019 promotions, drawing 100K+ attendees with consistent brand messaging.
- Built scalable partner campaign templates, increasing service capacity and reducing turnaround times significantly.
- Oversaw external agencies/contractors; produced quarterly business reports that informed strategic decisions.
- Art directed The Exchange magazine, winning the Content Marketing Award three years in a row.

Prior Experience

ATTIK, Digitas, FCB, McCann-Erickson. Clients included Taco Bell, Concord Music, Microsoft, MLB, Sega, AT&T, Lexus, Scion, Amazon, Cartoon Network, Bank of America, EA, and Yahoo. Produced digital, broadcast, environmental, and print assets for brands ranging from consumer tech to entertainment.

EDUCATION:

Academy of Art University. BFA Advertising, Graduated with Distinction

AWARDS:

Cannes Lions | One Show | Effies | Clio Awards | D&AD | Addys | Telly | London International Advertising Awards | OAAA Awards | MI6 Game Marketing Awards | Content Marketing Awards (x3)