

+60 12 903 0001
limweihao38@gmail.com
linkedin.com/in/weihaoLim

Portfolio Link:
<https://waynelim.netlify.app/>

Education

**Bachelor of Arts (BA)
Digital Media Design**
2014- 2015

Liverpool John Moores University

**Advanced Diploma
Multimedia Design**
2012- 2014

Tunku Abdul Rahman College

**Diploma
Multimedia Design**
2010 - 2012

Tunku Abdul Rahman College

Language

English	Fluent
Mandarin	Fluent
Malay	Fluent

Referrals

Kelson Sim
Partner Success Manager
(APAC), F-Secure
Email:
kelson.sim@f-secure.com
Mobile: +60 11-5718 7453

Jeff Goh
Creative Director,
HiSEVEN
Email:
jeffgoh87@gmail.com
Mobile: +65 9641 9130

Su Yu Min
General Manager,
HiSEVEN
Mobile: +60 17-343 9383

Wayne Lim

CREATIVE DIRECTION /
BRAND STRATEGY / TEAM LEADERSHIP



Profile

Creative Director with 10+ years directing brand identities, campaigns, and creative teams across APAC — from cybersecurity to healthcare to consumer expos at scale. Currently leading up to 12 creatives across 2–3 teams for clients including F-Secure APAC and the Malaysian Digital Association.

What makes me different: I also speak marketing. I understand funnels, performance data, and what makes people convert — not just what makes them look. My creative decisions are informed by what actually works, which means the work I direct doesn't just win attention — it drives results. If that combination sounds unusual, *ask me how it plays out.*

Core Competencies

- Creative Direction
- Brand Strategy
- Art Direction
- Campaign Design
- UI/UX Design
- Team Leadership
- Digital & Social Strategy
- Client Relations

Experience

2024 –

HiSEVEN Sdn Bhd

Senior Art Director

- **Direct creative strategy for F-Secure APAC** — regional B2B2C partner campaigns, content strategy, and activation materials, contributing to ~3x growth in one partner's activations alongside F-Secure's marketing team
- **Lead the creative account for the Malaysian Digital Association (MDA)**, elevating brand identity, social media presence, and content engagement
- **Direct up to 12 creatives** across 2–3 teams covering design, UI/UX, video, motion, and copywriting — matching team strengths to different clients and rotating members to keep thinking fresh
- **Promoted 2 creatives into senior roles** and maintained high team retention (10 of 12), with departures leaving for larger opportunities
- Sit in on client calls directly, **translating business problems into creative strategy** without layers of miscommunication
- Recognised with **TechBehemoths Global Excellence Award 2025** for Branding & UX/UI Design

2022 – 2024

Designerd Co

Creative Manager — Branding & Visual Systems

- **Led branding and visual identity systems** for HKD.com (fintech), yrNFT (Web3/AI), ChainGate (SaaS), and various clients across technology and lifestyle
- **Directed UI/UX visual design for fintech and Web3 platforms**, aligning product flows with user-centric interface standards
- **Proposed a complete rebrand and digital identity system** for HKD.com, repositioning the platform for Gen-Z and millennial traders
- **Oversaw creative production for Hong Kong exhibitions** — booth design, environmental branding, campaign visuals, and investor materials
- **Managed designers, freelancers, and external specialists** across multiple concurrent brand accounts

2019 – 2021
The Bone Concept
(Tit Tar Man)

Creative & Digital Lead

- **Directed the creative revival of Tit Tar Man** — rebuilding the brand from near-dormant to 10,000+ new customer registrations within the first year
- **Refreshed brand identity** — visual language, and clinic interior design direction, modernising a heritage healthcare brand for digital-first audiences
- **Redesigned the brand's customer communication system and campaign structure**, contributing to 150% sales growth across three branches
- **Connected physical brand experiences (roadshows, events) to digital**, building a consistent brand presence across every touchpoint

2016 – 2020
The Concept
Exhibition (TCE)

Brand Management Specialist

- **Directed brand identity and multi-million ringgit A&P campaigns** for Malaysia's largest consumer expos — TCE Baby Expo and TCE Wedding Expo
- **Led the brand launch at MITEC — a new major venue** — under intense industry scrutiny, setting the benchmark that competitor expos followed
- **Delivered 3-month multi-channel campaigns** across digital (Meta, Google, programmatic), OOH/DOOH, and environmental design, reaching 300,000+ walk-ins per event
- **Created and launched Yhello Box** — a research-driven "first touch" welcome box sub-brand for newly registered parents, extending TCE beyond events
- **Reduced A&P costs by 15%** through design and asset optimisation while maintaining reach and record attendance

"Design is humanity — designing for humans, as humans. The more you live, the more different your work becomes."

My path went from design to marketing to copywriting to account servicing — that's why my work thinks differently. I don't chase trends. I chase what's honest. And honest work is what makes people actually stop scrolling.

Selected Projects

F-Secure APAC Campaign — Creative support contributing to ~3x partner activation growth

F-Secure APAC Rebrand — Unified visual identity system across APAC markets

Tit Tar Man — 10,000+ new registrations, 150% sales growth from near-dormant brand

Malaysian Digital Association — Elevated brand identity and social media engagement

HKD.com UI/UX & Rebrand — Full platform redesign and identity repositioning for fintech

TCE Baby Expo — 300K+ walk-ins, multi-million A&P, sub-brand extension

AllAce — **Strategic pitch** — brand positioning, growth strategy, go-to-market framework

Tools

Creative & Production: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Figma

Digital Platforms: Meta Business Suite, Google Ads, Google Analytics, HubSpot, Mailchimp