

# BRUCE LIM

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## MOTION DESIGN

WEBSITE: [www.digitalblim.com](http://www.digitalblim.com)  
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### WORK EXPERIENCE

#### **Mob Scene / Art Director, Motion Graphics**

NOVEMBER 2018 - NOVEMBER 2019

- Art Direction, design and animation for theatrical home entertainment campaigns.
- Manage and art direct other designers on multiple projects.
- Design Styleframes for broadcast and theatrical content graphics.
- Key campaigns include: Bohemian Rhapsody / Pet Sematary / Rocketman / Detective Pikachu

#### **InSync PLUS / Director of Motion Graphics**

JULY 2015 - NOVEMBER 2018

- Manage and direct other motion graphic designers.
- Motion design branding and identity packages for various broadcast and digital campaigns.
- Design and conceptualize multiple concepts for trailers, tv spots and social campaigns.
- Collaborate with producers to create design concepts for trailer, tv and social campaigns.
- Key campaigns include: Paterno / Paddington 2 / 12 Strong / Pitch Perfect 3 / Lion / Sing Secret Life of Pets / Spotlight

#### **InSync+BemisBalkind / Art Director, Motion Graphics**

FEBRUARY 2010 - JULY 2015

- Design & Animation for motion picture trailers, theatrical tv marketing campaigns, network broadcast campaigns as well as home entertainment tv commercials.
- Design integrated 2D and 3D graphics into live action footage for tv campaigns and trailers.
- Finishing graphics for social, broadcast and theatrical formats.
- Key campaigns include: The Imitation Game / Foxcatcher / Whiplash / Bridesmaids / Rise of The Planet of The Apes / Pitch Perfect 1 & 2

#### **MBA Productions / Lead 3D Artist / Motion Graphics Designer**

MAY 2006 - FEBRUARY 2010

- Created 3D animations and motion graphics for live automotive dealer meetings, trade shows and theme park attractions.
- Conceptualized and designed sets, stages and virtual environments for auto shows, trade shows as well as theme park attractions.
- Clients: Disney / Honda Auto / Honda Motorcycle / Hyundai / Kia / Toshiba / Mitsubishi / Acura

# BRUCE LIM

MOTION DESIGN

## EDUCATION

### The Art Institute of California - Orange County

2001 - 2005

- Graduated with Bachelor's Degree in Media Arts & Computer Animation.

## SKILLS

- Art Direction & Graphic Design
- Motion Graphics
- 3D Generalist (C4D Octane & Redshift)
- Visual Effects / Rotoscoping
- Graphics Branding & Identity
- Graphics Finishing

## SOFTWARE

- After Effects
- Photoshop
- In Design
- Cinema 4D
- Illustrator
- Premiere Pro

## AWARDS

### CLIO Entertainment Awards

Can You Ever Forgive Me?

"Secret" (TV Spot)

2019 Winner- Bronze Clio

Art Director Motion Graphics

Foxcatcher (Trailer)

2015 Winner- Bronze Clio

Art Director Motion Graphics

The Jinx (On Air Trailer)

2015 Winner- Silver Clio

Art Director Motion Graphics

Whiplash (Trailer)

2014 Winner- Bronze Clio

Motion Graphics Designer

### Golden Trailer Awards

Spotlight "Answers" (Trailer)

2016 Winner- Best in Show

2016 Winner- Best Independent Trailer Awards

Art Director Motion Graphics

The Fifth Estate "The Future" (Trailer)

2014 Winner- Golden Fleece Award

Motion Graphics Designer & VFX

A Good Day To Die Hard

"Go Big Regal" (Trailer)

2013 Winner- Best Pre-Show Theatrical Advertising

Motion Graphics Designer & VFX