

# Maya P. Lim

GRAPHIC DESIGNER  
AND WRITER

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## EXPERIENCE

### Maya P. Lim Design + Writing

Independent Contractor 6/2015–present

Helping great companies to connect with customers through delightful content. Services include graphic design, branding, illustration, copywriting, editing, and research.

Recent clients include: Landor, Australian National University, Beat Media Group, MDL Group, Kurbo Health, and Adobe.

### Seth Godin Productions

Product Lead 4/2017–1/2018

Launched four sessions of The Marketing Seminar with Seth Godin. Coached 4500+ participants. Designed materials and wrote copy for all 50+ video lessons, edited video, developed email campaigns, and directed user support.

### The Nature Conservancy

Global Communications Designer and Writer 11/2015–4/2017

Led design of communication materials for all global initiatives, from print to web and social media. Supported content strategy. Edited, researched, and ghostauthored science articles for global directors.

### LifeDojo Corporate Wellness

Customer Success Specialist 6/2015–11/2015

Assisted with user experience design. Designed, illustrated, and wrote email campaigns for all wellness programs. Analyzed engagement and produced infographics. Provided user support and designed user guides.

### Cornell University

Writing Course Instructor 8/2013–5/2015

Designed and taught two undergraduate writing courses. Evaluated student progress, developed course materials, and mentored students. Received Cornell University's Excellence in Teaching Award.

### The Triple Helix Journal

Associate Editor 10/2010–4/2012

Edited research-based articles on scientific issues in society. Coordinated editorial calendar with other editors, and assisted with image sourcing and retouching.

## EDUCATION

### Cornell University

Master of Science, with thesis

Ecology & Evolutionary Biology

*Awarded 6 grants to fund research*

### University of Chicago

Bachelor of Arts, with thesis

English Language & Literature (honors)

Environmental Studies (honors)

*Awarded \$212K from 12 scholarships*

## SOFTWARE

InDesign	★★★★★★★★★★
Photoshop	★★★★★★★★★★
Illustrator	★★★★★★★★★★
Premiere Pro	★★★★★★
Sketch	★★★★★★

## SKILLS

Graphic design	Branding
Writing + editing	Research
Typography	Content strategy
Illustration	Making puns

## WORK STYLE

messy	————→	organized
big picture	———•———	zoomed way in
easily stressed	————→	unflappable
focused	•————	“Squirrel!”
lone wolf	————→	team player
adaptable	•————	one-way street

## PUBLISHED IN

PRINT Magazine • Adobe Create • HOW Magazine • CreativePro • InDesign Magazine • Design Observer • The Journal of Hazardous Materials (feel free to ask!)