

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, and Adobe.

Seth Godin Productions

Product Lead 4/2017–1/2018

Launched four sessions of The Marketing Seminar with Seth Godin. Helped to recruit and coach 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 (summer intern) 6/2015–11/2015

Designed, illustrated, and wrote email campaigns for all wellness programs. Analyzed engagement and produced infographics. Assisted with user experience design. 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!”
adaptable	•————	one-way street
single task	————→	octopus

PUBLISHED IN

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