

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.

Seth Godin Productions

Product Lead 4/2017–1/2018

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

Design Observer

Associate Editor 10/2016–1/2018

Reviewed and edited articles from contributing authors. Led editorial initiatives with partners. Wrote book reviews and features. Developed social media presence. Assisted with producing two print books.

The Nature Conservancy

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

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

LifeDojo Corporate Wellness

Customer Success Specialist 6/2015–11/2015

Assisted with user experience design. Wrote and illustrated 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 (2015).

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

SKILLS

Graphic design	Research
Writing + editing	Illustration
Brand messaging	Content strategy

WORK STYLE

messy	—————●	organized
big picture	—————●	zoomed way in
easily stressed	—————●	unflappable
focused	●—————	"Squirrel!"
adaptable	●—————	one-way street
not punny	—————●	having pun!

PUBLISHED IN

Print Magazine • Adobe Create • CreativePro •
Design Observer • InDesign Magazine •
Chemosphere • Water, Air, and Soil Pollution •
The Journal of Hazardous Materials

SOFTWARE

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