

ANDY LIM CHOU SANG

Multimedia Lead Sun International - Time Square



Creative leader turning motion, digital, print, and experiential work into visual storytelling that lands emotionally and performs commercially. I build teams and protect brand consistency along the way.

WHAT I BRING

- 01 Story-driven creative direction
- 02 Motion design across all platforms
- 03 Calm leadership under pressure
- 04 Team mentorship & innovation culture
- 05 Brand strategy & visual systems
- 06 End-to-end campaign execution

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LINKEDIN

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PORTFOLIO



CORE SKILLS

Creative Direction & Strategy	Motion Design & Animation
Brand Identity & Systems	Digital Marketing
Team Leadership	Stakeholder Management
Game Design (Unity 3D)	3D Animation (Maya)
Print & OOH Advertising	Multi-Platform Content Disciplines

Generative AI Tools

SOFTWARE

ADOBE CREATIVE SUITE
Photoshop · Illustrator · After Effects · InDesign · Premiere Pro · Audition
3D & GAME
Autodesk Maya · Mudbox · Unity 3D
OTHER
PADS4 · ViPlex · nFinityX · SuperSign CMS · CIS · Acentic · HTML/CSS · MS 365

EDUCATION

Generative AI for Business
Red & Yellow Creative School of Business · 2026
Advanced Diploma in Digital Marketing
Red & Yellow Creative School of Business · 2022–2024
Games Design & Development, Unity 3D
Academic Institute of Excellence (Silver Award) · 2020–2021
Diploma in Digital & 3D Animation (BAC+3)
SAE Institute · 2008–2010

PERSONAL

Date of Birth: 12 March 1985
Nationality: Mauritian / SA PR
Languages: English
License: Code 8
Availability: Full Time

Experience

Multimedia Lead

Sun International, Time Square

Jul 2023 – Present

- Lead end-to-end creative production across promotions, events, entertainment, gaming, F&B and PR
- Manage and develop a team of designers, setting priorities, workflows and creative standards
- Oversee national campaigns including Time Square Block Party, Appetite Fest, Unison & Billions Bubbles Show
- Manage content scheduling, digital signage (PADS4), interactive animation and motion refinement
- Mentor and direct junior designers; establish creative standards and workflows across the team
- Bridge strategy and execution - from stakeholder briefs to final delivery across all digital and print platforms

Multimedia Specialist

Sun International, Time Square

Mar 2017 – Jun 2023

- Produced motion graphics, digital content and print advertising across all business units
- Utilised Adobe Creative Suite to deliver high-quality, brand-aligned multimedia assets at scale
- Progressed into leadership, training junior team members and managing complex multi-platform projects

Founder

Thread Motion Studios (formerly DGN Media SA)

2010 – Present

- Founded boutique studio delivering motion graphics, 3D animation, logo design and game design; grown into Thread Motion Studios, a bespoke marketing and creative agency
- Notable work: Cell C CEO Awards choreographed motion graphics, Anniqye product launch, DHL Mining Indaba

Advertising Manager

Cayenne World / Honda Kyalami

Apr 2011 – Nov 2014

- Directed advertising campaigns across magazine, TV and digital; managed events and brand promotions

EARLIER ROLES

General Manager, St. Elmo's Mall @ Reds - 2007–2008
Senior League Operator & Games Reviewer, Resourze Entertainment - 2005–2006
Games Master (Beta Testing & Support), SAIX (Telkom) Games Servers - 2004–2005
IT Support, EU Pretoria - Interim Students Empowerment Programme - 2003–2004

References

Henri-Basil Hearne Internal Communications Sun International +27 73 207 3491	Lebo Matlala Digital Marketing Specialist Sun International +27 81 215 9998	Lara Portelli Associate Promoter Big Concerts +27 82 803 2136
Sandise Sibanda CMO Servtech +27 83 633 8304	Kyle Van Heerden Social Media Manager Travelwings +27 72 597 5844	Kalt Roberts IT Service Desk Manager Sun International +27 60 421 6298