RÉSUMÉ · 2026

ANDY LIM CHOU SANG



Multi-discipline designer

Pretoria, South Africa

I work across advertising, motion, print and live screens. Most projects start as one idea that has to survive a 4.5 x 18m billboard, a lift door, a portrait booth screen and a social cutdown in the same week.

I like a hard edge: a deadline, an odd screen size, a mechanic that has to land in one frame. I've shipped campaigns, logo stings, arena visuals, kiosks and small games, and led the team doing it.

HOW I WORK

01 **One system, every surface.**

Identity, motion and print built from the same rules, so a campaign reads as one thing at any size.

02 **Built for the first glance.**

Floor screens and passing traffic give you seconds. I design for that, then reward the second look.

03 **In-house, start to finish.**

Concept, shoot, edit, grade, print and build under one roof means fewer handoffs and faster turnarounds.

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PORTFOLIO

“Curiosity keeps leading us down new paths.” - Walt Disney

Andy Lim Chou Sang

MULTI-DISCIPLINE DESIGNER

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 to 2024

Games Design & Development, Unity 3D
Academic Institute of Excellence (Silver Award) · 2020 to 2021

Diploma in Digital & 3D Animation (BAC+3)
SAE Institute · 2008 to 2010

PERSONAL

Languages: English
Licence: Code 8

Experience

Multimedia Lead

Jul 2023 to Present

Sun International, Time Square

- 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

Mar 2017 to Jun 2023

Time Square

- 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

2010 to Present

Thread Motion Studios (formerly DGN Media SA)

- 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, Annique product launch, DHL Mining Indaba

Advertising Manager

Apr 2011 to Nov 2014

Cayenne World / Honda Kyalami

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

EARLIER ROLES

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

References available on request.