



## George Lim

Founding Partner / Creative Director / Project Manager / Educator / Mentor

### YEARS OF EXPERIENCE

37

### BOARD POSITIONS

Santa Fe Dr. Business Improvement District  
Denver, CO  
Board Member

Chinese Reconciliation Park Foundation  
Tacoma WA.  
Past Vice President  
Past Board Member

Art District on Santa Fe  
Denver, CO  
Past Board Member

Society for Experiential Graphic Design  
Past National Board Member  
Past Chapter Chair

American Institute of Graphic Design  
Denver, CO  
Past Board Member  
Past Education Chair

Art Directors Club of Denver  
Denver, CO  
Past President  
Past Chairman  
Past Education Chair

### EDUCATION

Masters of Fine Arts, Graphic Design and Digital Media 1994  
Tyler School of Art of Temple University in Philadelphia, PA  
Bachelor of Fine Arts, Graphic Design 1988  
University of Denver in Denver, CO

With a master’s degree from the Tyler School of Art of Temple University in Philadelphia, a bachelor’s degree from the University of Denver in Colorado, and over 30 years of professional experience, George has established himself as a national leader in the professional practice of **experiential graphic design**. George is an authority in the design of branded environments for culturally sensitive, municipal and private projects. His experience includes designing and implementing branded wayfinding signage systems and programming for municipalities, airports, universities, parks, retail environments, and transit stations.

As a guest lecturer at the University of Colorado, George commits his desire and passion to teach to all his projects. He delivers creative guidance, inspiration, and leadership to facilitate design solutions from conception to completion. He aims to communicate the specific mission and values of a project and create a positive and memorable experience which connects with people and engages their sensibilities.

With his broad range of knowledge and experience, George is equipped to create effective design solutions and ensure all project expectations and requirements are met or exceeded. He efficiently manages tasks, resources, costs, and responses to meet project needs. Additionally, his engaging character and practicality builds effective collaboration among team members and creates consensus among project stakeholders.

George has served on both local and national boards and has held officer roles in these organizations. Please see partial list in the left margin.

#### Municipal Clients:

- City of Bethlehem, PA
- City of Canyon City, CO
- City of Lakewood, WA
- City of Monroe, WA
- City of Newark, NJ
- City of Olathe, KS
- City of Olympia, WA
- City of Ouray, CO
- City of Troy, NY
- Weber County, UT
- Town of Bayfield, CO

#### University/College Clients:

- College of Southern Nevada, NV
- Columbia Basin College, WA
- Eastern Washington University, WA
- Central Washington University, WA
- Laramie County Community College, WY
- Red Rocks Community College, CO
- University of Denver, CO
- University of Washington, WA

You’re only as good as the people you have around you

- John C Maxwell