

H A N D S O N

Curriculum vitae



PERSONAL INFORMATION

Name	Email	Portfolio	Location
Ping Lim	hi.handson@gmail.com	www.hellohandson.com	New York, NY

Experience Design Lead at Gensler, reimagining how brands connect with people through creative vision, emerging technology, and immersive storytelling.

EDUCATION

2016	2009	2008
Master of Fine Arts	Bachelor of Arts	Diploma
Parsons The New School of Design	LASALLE College of the Arts	LASALLE College of the Arts
MFA in Design + Technology Awarded DesignSingapore + President's Scholarship	BA in Graphic Design First Class Honors	Diploma in Communication Design

SELECTED HIGHLIGHTS

AI & Emerging Technology Speaker

DesignSingapore, SOTA, Parsons

IBM Watson Amplify Opening Artist

AI-inspired interactive experience for 3,000+ attendees

International Media Recognition

Tatler Magazine, DesignBoom, Harper's Bazaar, The Straits Times, TimeOut Magazine

Design Educator

Parsons The New School For Design

CORE SKILLS

Creative Direction
+ Visual Storytelling
Narrative Experience Design
Global Brand Systems
Creative Strategy
Cross-Functional Collaboration
AI-Driven Design Workflows
Scalable Experience Ecosystems

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Experience



◆ 2019 — Present

Experience Design Lead

Gensler, New York

- Lead **creative direction** and **experience strategy** for global brands including Deloitte, Verizon, and EY across digital and immersive platforms.
- Partnered with internal teams and external vendors to deliver complex experiential projects from **concept through execution**.
- Drive **concept development** and **immersive storytelling** for innovation centers and future-focused customer experiences.

◆ 2016 — 2018

Senior Interactive Designer

C&G Partners, *New York*

- Directed **creative strategy** and interactive storytelling for cultural institutions, research organizations, and immersive environments.
- Led **concept-to-execution workflows** across experience strategy, visual systems, motion, interaction, and emerging technology.

◆ 2016

Adjunct Lecturer

Parsons The New School

- Developed curriculum focused on **human-centered design**, emerging technology, and interactive systems thinking.
- Mentored emerging designers on storytelling frameworks, interaction design, and creative workflows.

◆ 2013 — 2016

Interactive Director

Handson Studio

- Opening live artist for the IBM Watson Amplify Conference, delivering an AI-story driven performance for an audience of 3,000+ attendees

◆ 2011 — 2013

Artistic Director

- Co-led R&D department exploring **emerging technologies** and **interactive storytelling**
- Delivered multi-channel campaigns integrating UX, brand, and content for global brands including Philips, Volkswagen

◆ 2009 — 2011

Junior Art Director

Tribal DDB, Singapore