

Hi there, My name is Jim

CREATIVE & ART DIRECTOR | BRAND STRATEGY

[JIMYEH.DESIGN](#) 416 831 8586

LinkedIn [linkedin.com/in/jymyeh/](https://www.linkedin.com/in/jymyeh/)

Behance [behance.net/jimyeh](https://www.behance.net/jimyeh)

Website jimyeh.design

EDUCATION

2011

Seneca College

HTML & CSS

2003

International Academy of Design & Technology

Graphic Design

2002

Arena Multimedia

Multimedia Design

RECENT WORK

[Affinity.co](#)

[Campfire](#)

[TRBOT](#)

[Fluence Technologies](#)

[Maria Lieu Real Estate Team](#)

ABOUT ME

I am a creative & art director with 20+ years of experience leading brand evolution, integrated campaigns and cross-functional creative strategy in the SaaS and tech industry. Skilled in building scalable brand systems, delivering bold storytelling across digital, print, and events.

WORK EXPERIENCE

Limble / Creative Director 2025 - PRESENT

- » Built and implemented a cohesive, enterprise-ready design system, including brand identity, UI patterns, and visual language, enabling consistent, high-quality output across product, marketing, and web.
- » Led the end-to-end rebrand and website redesign for Limble, transforming a fragmented 1,000+ page WordPress site into a scalable Webflow experience with improved UX, performance, and information architecture—delivered in 9 weeks.

Affinity.co / Creative Director 2022 - 2025

- » Shaped the vision and execution of annual brand refreshes, ensuring consistency while evolving the identity to stay fresh and competitive
- » Partnered with marketing product, and content teams to align brand storytelling with strategic goals

Reason One / Design Lead 2021 - 2022

- » Directed brand refresh projects and client campaigns
- » Delivered multiple design concepts, balancing creative innovation with client objectives

Fluence Technologies / Art Director 2019 - 2020

- » Built company's first visual brand identity and redesigned website to support growth
- » Developed scalable marketing collateral for go-to-market initiatives

CORE SKILLS

- **Brand Leadership:** Identity Systems, Campaign Development, Global Brand Consistency
- **Creative Strategy:** Storytelling, Visual Design, Integrated Marketing Campaigns
- **Collaboration & Leadership:** Cross-Functional Alignment, Vendor Management, Mentorship
- + Brand Identity
- + Creative Strategy
- + Campaign Development
- + Motion Design
- + Event Branding
- + Adobe Creative Suite
- + Figma
- + Webflow