



RESUME

HOW Studios Inc. - Howard A. Lim - *visionary catalyst*
Creative Director & Branding Expert - 1989 to Present

UCLA Television and Film Archive - Corporate branding, corporate identity and web site design. *Los Angeles, CA*

The City of Los Angeles Marathon and Bike Tour - City branding, logo for marathon, pace car design, street banners, ski fence, bus designs, medal design, pace car design and jerseys. *Los Angeles, CA*

LySonix - Corporate branding, corporate identity, advertisements, trade show booth, catalog, posters, packaging and direct mailers. *Carpinteria, CA*

DreamWorks (Star Power Marketing Conference) - Corporate branding, corporate identity, poster and advertisements. *Universal City, CA*

ABC - Television Bumpers for Saturday morning cartoons and screen titles for soap operas. *Los Angeles, CA*

Xerox - Motion graphics video for entire sales personals. *Santa Monica, CA*

Mattel - Barbie commercial for Toy Show. *El Segundo, CA*

Time Warner Interactive - Game branding for Assassin 2015, corporate identity, CD Rom packaging, advertising, sell sheets, packaging for retail stores and promotion. *Inscape, Los Angeles, CA*

Tempus Expeditions (Virtual reality theme park) - branding, tickets, consumer merchandising for retail. *Salt Lake City, UT*

Walt Disney Theatrical Productions (Lion King and Aida) investors press kits. *Burbank, CA*

UPN Network (The Burning Zone) - T.V. advertisement. *Los Angeles, CA*

Santa Monica Convention & Visitors Bureau - Corporate branding, corporate identity, trade show booths, advertisements, map guides and identity system. *Santa Monica, CA*

Hanna Barbera - Wizard of Oz promotional material, Cartoon Network Studio logo, Orbit City logo. *Hollywood, CA*

Magic Johnson Summer Pro League - Logo design, branding, merchandise. *Los Angeles, CA*

Apple Computer - The 3rd Decade logo design (G3 generation) - BBDO. *Los Angeles, CA*

Paramount Pictures - Advertisement designs, motion picture logos. *Los Angeles, CA*

Specialized Bicycles - Full Force Helmet package design. *Morgan Hill, CA*

Philips Media - branding for Burn Cycle, movie posters, packaging, video boxes and advertisement. *Los Angeles, CA*

University of California Santa Barbara, Access Program - Corporate branding, corporate identity, banners, ads, brochures, press kit, signage, and stationery system. *Santa Barbara, CA*

Gilda Marx Inc. - Branding, corporate identity for Stars of Tomorrow, hang tags, logos, catalogues, posters, ads, brochures, banners, packaging for retail stores, direct mailers and bulletins. *Los Angeles, CA*

Team Systems - Corporate branding, corporate identity, advertisements, shirt wraps, buttons, hang tags, shirt labels, P.O.P. and direct mail piece. *Los Angeles, CA*

Claris - Advertisements and digital effects. *Livingston/Keye, Santa Monica, CA*

Fujitsu - Advertisements and digital effects. *Livingston/Keye, Santa Monica, CA*

Access Media - Cooperative posters, *Santa Monica, CA*

References upon request

B I O G R A P H Y



As founder and president of HOW Studios Inc.[®], Howard Lim supports his clients to realize the rewards of growth and earnings through Image Marketing[™] -- his uniquely integrated system of multiple graphic design disciplines, branding, and visualization.

An award-winning creative director and graphic designer, Howard recognized the coming computer graphics revolution and founded HOW Studios in 1989 to lead his clients into this new era. He pioneered solutions that enabled ABC to broadcast on the first computerized off-line motion graphics on TV, allowed Zylan to launch one of the first graphically integrated effective websites, and reformatted an extended length interface design, MGM's classic movie *The Great Escape*, onto DVD – a first for the studio.

A native of Southern California, Howard received his BS in Applied Art and Graphic Design from California Polytechnic State University, San Luis Obispo, and his graduate studies in advertising and computer graphics design from Art Center College of Design in Pasadena. In addition to his formal training, Howard is a Renaissance man, knowledgeable in architecture, computer programming, illustration as well as space planning.

Today, Howard leads a team of professionals who successfully communicate the powerful visions of America's emerging and leading companies, including a select group on the Fortune 500. A no-nonsense player with a wry sense of humor, he continuously exceeds the expectations of clients like Apple Computers, UCLA, ABC networks, Disney, Dreamworks, Honda, Mitsubishi, Philips Media and Toshiba.