

Michael Lim

Creative Designer — Retail, E-commerce & Campaign Production

Creative Systems Designer with 5+ years across Malaysia and the UK, building repeatable creative production systems for retail, e-commerce, campaign, and commercial design environments. Currently supporting £372k+ in annual campaign-influenced revenue at Charles & Ivy through cross-channel creative production across promotional campaigns, paid social, organic social, web, print, and email marketing.

Charles & Ivy — Creative Designer (Marketing)

2024.05 - PRESENT | LONDON, UK

UK retail/e-commerce brand across outdoor living, home improvement, and commercial product categories.

- Led scalable creative production systems for recurring UK campaign launches across email, paid social, web, and promotional channels.
- Led cross-channel creative execution across weekly launches, seasonal promotions, lifecycle campaigns, organic social, print, and brochure assets, supporting **£372k+ in annual campaign-influenced revenue**.
- Scaled campaign production across **4+ digital touchpoints**, delivering high-volume assets while maintaining brand consistency across fast-moving UK retail campaigns.
- Introduced AI-assisted workflows to accelerate content variation, reduce repetitive work, and increase creative output across recurring campaign.
- Partnered with marketing, e-commerce, content, and paid media stakeholders to align creative delivery with launch priorities, commercial timelines, and campaign performance needs.

KAISON Studio — Graphic Designer & Photographer

2022.11 - 2023.08 | KUALA LUMPUR, MALAYSIA

Creative production across social media, product photography, packaging, campaign visuals, and launch assets for retail and consumer brands.




- Delivered **800+ commercial creative assets** across social media, photography, packaging, and campaign materials for home living, apparel, lifestyle, and retail.
- Directed product photography workflows for social, advertising, and e-commerce content, reducing production turnaround by up to **60%**.
- Streamlined recurring production workflows, cutting revision cycles by up to **35%** across photography, social, design, and campaign deliverables.

NOKUA International — Junior Graphic Designer

2021.12 - 2022.10 | KUALA LUMPUR, MALAYSIA

Branding, packaging, and product visual development across cosmetics, F&B, and consumer product brands.

- Supported visual execution across **20+ consumer brands**, producing **300+ packaging assets, product visuals, brand graphics, and presentation materials** across cosmetics, F&B, and commercial product categories.
- Built 3D mockups and product visualisations supporting internal approvals, retail presentation, and pre-launch development across multi-brand visual systems.
- Maintained consistency across packaging, product storytelling, and commercial production requirements.

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Skills

Creative Production

Campaign Systems • Lifecycle Email Creative • Full-Funnel Paid & Organic Social • Print & Brochure Design • Product Photography Direction • Packaging & Brand Visual Systems

Systems & Workflow

Content Operations • Campaign Production Systems • AI-Assisted Production Workflows • Workflow Optimisation • Scalable Asset Systems • Multi-Channel Asset Adaptation

Creative Workflow Tools

Design

Figma • Adobe Creative Suite • Blender • Webflow

AI

Midjourney • Adobe Firefly • Krea AI • Runway

Marketing

Meta Business Suite • Buffer • Manychat • Make

Analytics

Google Analytics • TikTok Analytics • Klaviyo • Shopify Analytics

Operations

Notion • Airtable • Asana • Slack • Miro

Selected Project

AI-Assisted Content Workflows 2026

Reduced brief-to-direction turnaround by **50%**, generated up to **30x** more creative routes per brief, and lowered estimated concept-testing cost by up to **40%** by reducing reliance on early-stage photoshoots and location access.

Education

Manchester Metropolitan University

BA (Hons) International Graphic Design, Top-Up Degree • United Kingdom

Asia Pacific University

BA (Hons) Industrial Design Specializing in Product • Malaysia