


An aerial, high-angle photograph of a dense urban landscape, likely Tokyo, featuring a variety of skyscrapers and residential buildings. A semi-transparent white rectangular box is centered over the image, containing the text 'CHRISSY LIM' in a large, bold, black sans-serif font. Below the name is a short horizontal line, and at the bottom of the box is the text 'CREATIVE INNOVATOR' in a smaller, all-caps, black sans-serif font. The background image shows a mix of modern glass-fronted towers and older, more traditional Japanese-style buildings, with a prominent circular structure visible on the right side.

CHRISSY LIM

CREATIVE INNOVATOR

CHRISSY LIM

Chrissy Lim is a forward-thinking creative entrepreneur with more than 15 years of experience working with global brands like SAP, Mercedes-Benz, Coca-Cola and Johnson & Johnson. Her first start-up as a 28-year-old played a game-changing role in the digital transition of the print advertising industry. Paperplane, her latest venture, is a creative studio of artists who use words, art and technology to tell powerful visual stories.


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 chrissylim.com

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 vimeo.com/chrissylim

 c.h.r.i.s.s.y.l.i.m

 mbti: INFP

 emergentics: Y95%; R61%; B42%; G15%



HELLO

“I have always loved technology. **It’s limitless.** With every invention, the market refreshes and everything changes. **We get to start again.**”

In a world riddled with complexity, Chrissy has the experience and imagination to make sense of it all, traversing the realms of technology, business, and creativity. In a world of flux, she connects the dots. She not only thinks; she makes. She not only dreams; she does.

And she dreams big. A hands-on contributor to several different ventures, Chrissy has steered her own start-ups into multimillion dollar successes. She launched Quickcut Asia as a 28 year old, building a digital property that disrupted the print advertising industry and would eventually

be acquired by Adstream for \$35MM in 2006.

“I have always loved technology. It’s limitless. With every invention, the market refreshes and everything changes. We get to start again.”

Chrissy’s journey has been one of exploration, starting with law school where she developed skills in critical thinking. However, looking for a profession with more creativity, she started her career as a suit in a multi-national advertising agency where she advanced from fresh graduate to directing regional accounts like Mercedes-Benz, Coca-Cola and Johnson &

Johnson for Asia-Pacific in the short space of 5 years. It was this experience that seeded an understanding of the rare synergy between the creative, strategic and commercial objectives of a business.

Her work in advertising spawned a love for working in creative, dynamic environments where good ideas are worshipped above all. **“But it wasn’t enough. I wanted to get my hands dirty. I wanted to take the ideas out of my head and into the world.”**

Paperplane comes at the helm of this eventful journey. Chrissy launched the studio to bring together the promise of technology and creativity to produce stories, the kind you want to hear, again and again.

Chrissy takes stock of the scene: **“How do we separate the signal from the noise? The key is deep human insight. Change the hero of the story from the product to the person. Stories**

about people are interesting. Stories about things are not.”

Insight is a precious thing. Most of us love the legend of the apple falling on Newton’s head, but we forget the grinding labour behind every meaningful discovery. **“For me, “the flow” is a bonfire. But it’s the work that makes it meaningful. It’s the days, weeks, sometimes months of trying to kindle that fire. You pull your hair out, and try to light that too. You throw everything into it.”**

“But when you get that fire started....wow. It’s beautiful. Divine. You’re in the flow and time stands still. All the chatter disappears, and every key stroke, every pixel nudge is inspired by a supernatural genius.” This is the promise of Paperplane: the promise of brilliance.

A fan of whole-brain thinking, Chrissy has always been enthusiastic about learning

new skills and leaping into the unknown. She firmly believes that the best ideas are born from the intersection of contrasting skills and interests. She invests time in both and can be found taking photos or tweaking code; inventing recipes or reading academic papers.

This interplay between art and science is where Chrissy thrives, and where the classic paperplane gains its charm: a humble sheet of paper transformed through imagination and engineering.

chrissylim

There's a Paperplane that you can fly,
To a magical world of blue sky.
Where ideas and words are larger than life
And learning is so very nice.

So let your mind travel where it might.
Let your imagination take flight.
It is the wind that lifts wings
Enabling us to achieve wonderful things.

Illuminating the path to new meaning,
A bridge from traditional thought to creative thinking,
Imagination is the highest kite of all to fly,
Opening curious minds to a limitless sky.



Lynn at the Paperplane Studio, 2015

2011 - PRESENT:
PAPERPLANE CO
FOUNDER AND CREATIVE DIRECTOR

Founded a creative studio specialising in visual storytelling using words, art and technology. Paperplane publishes original studio content and is self-funded by client commissions.



Kenny on set "The Sweet Spot", Melbourne 2013

2008 - PRESENT:
KITCHENOMICS PTE LTD
FOUNDING PARTNER

B2B F&B added-value service that scales processing and preparation of fruit and vegetables for chains like Subway, Nandos and DeliFrance.



Fernanda on set: "Choose", Porto Alegre 2013.

2004 - 2006:
QUICKCUT ASIA PTE LTD
CHIEF OPERATIONS OFFICER

Started up Asian operations and transitioned the local print advertising and publishing industry from colour separations to a fully digital PDF workflow. Quickcut was acquired by AdStream for US\$35MM.

2010 - 2013:
POSSIBLE WORLDWIDE FOR SAP
INNOVATION LAB UI/UX CONSULTANT

Creative consulting with SAP's Innovation Lab on bluesky concepts that leveraged the new iPad to disrupt enterprise mobility processes and workflows.

2007 - 2008:
MOTHER COOK-IT-YOURSELF
FOUNDER

Founded Mother, a web-based B2C recipe delivery service that delivered cook-it-yourself kits. Covered by CNN as one of 2007's services for busy professionals. Pivoted to B2B as Kitchenomics.

2002 - 2004:
LOWE & PARTNERS ASIA PACIFIC
REGIONAL ACCOUNT DIRECTOR
for
BPA Asia (Nestea)
Coca-Cola (CN,TW,HK)
Johnson & Johnsons (AP)
IKEA Singapore
HSBC Singapore
Zuji Asia Pacific

2000 - 2002:
BATEY ADS
SENIOR ACCOUNT MANAGER
for
DaimlerChrysler AG
Mercedes-Benz SEA

1999-2000:
AMMIRATI PURIS LINTAS
ACCOUNT EXECUTIVE
for
Audi Asia-Pacific
Premium Automobiles Singapore

Project:

SAP - Vinnie

Director: Felipe P. Soares

Sunrise:
07.04

Sunset:
17.45

CREW'S CALL-TIME
16th Aug, Saturday
06.00

PRODUCTION OFFICE

TheMomentum Pte Ltd
40A Amoy Street, Singapore 069866

#	Role	Name	Mobil
1	Producer	Pervyn	
2	Line Producer (Melbourne)	David	+65 9792

BODY
OF
WORK
2012-2017

#	Location	Address
1	SAP Australia Pty Melbourne	Level 15, 484 St Kilda Road Melbourne Vic 3000, Australia

#	Description	Time	Location
1	Chrissy	06.30	# 01

#	Description	Time	Location
1	Delivery Guy	06.30	7-11
2	Denise	06.30	18.00
3	Dwight	08.00	17.00
4	Mervyn	07.30	
5	Asst		

BODY
OF
WORK
2012-2017

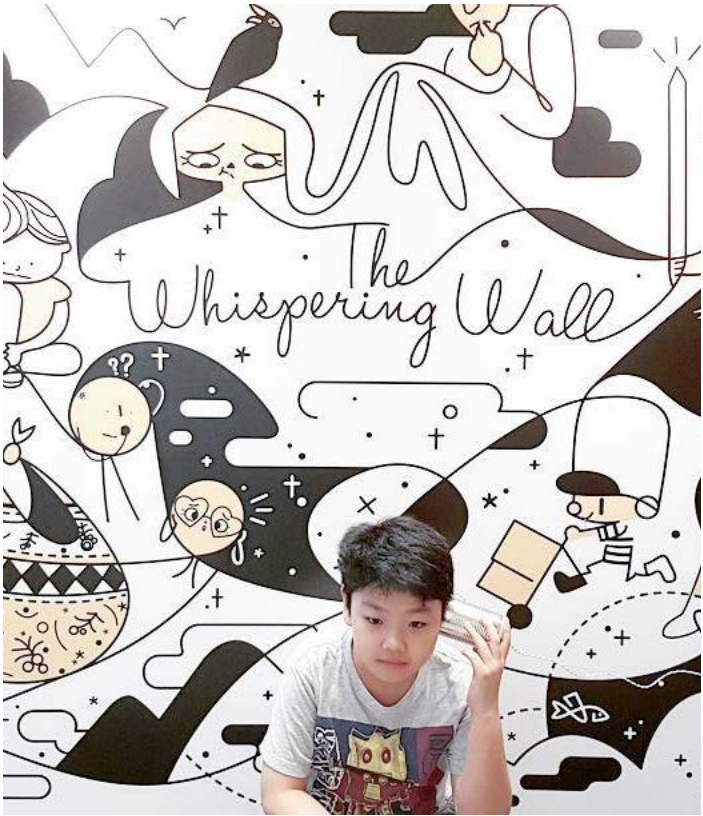


Paperplane presents
EBB & FLOW
Featuring Paul Seekings and Dara Toh
one-north Festival, 05 - 06 August 11am - 6pm, Fusionopolis One @ one-north

“Ebb & Flow” Installation
one-north Festival 2016

Writer, Director, Producer

An interactive audio-visual installation with motion sensing and facial recognition technology that responds to the crowd with a evolving kaleidoscope of visual poetry and sound.



“The Whispering Wall”
Installation at
SingLit Festival 2017

Director, Producer

An audio-visual storytelling installation inspired by the tin can telephones of our childhood, the Whispering Wall celebrated local authors and illustrators.



"The Prime Minister's Pop-Up Exhibition"

Director, Producer

A exhibition of Paperplane's work, experienced as a life-sized pop-up storybook tour.

"Treble" at SIGGRAPH 2012

Producer, Co-Developer, UI/UX

A music-publishing platform that digitally renders simple text into digital notation, enabling musicians of all skills levels to to play, share and learn on-the-go



"The Abominable Norman" Graphic Novel

Writer

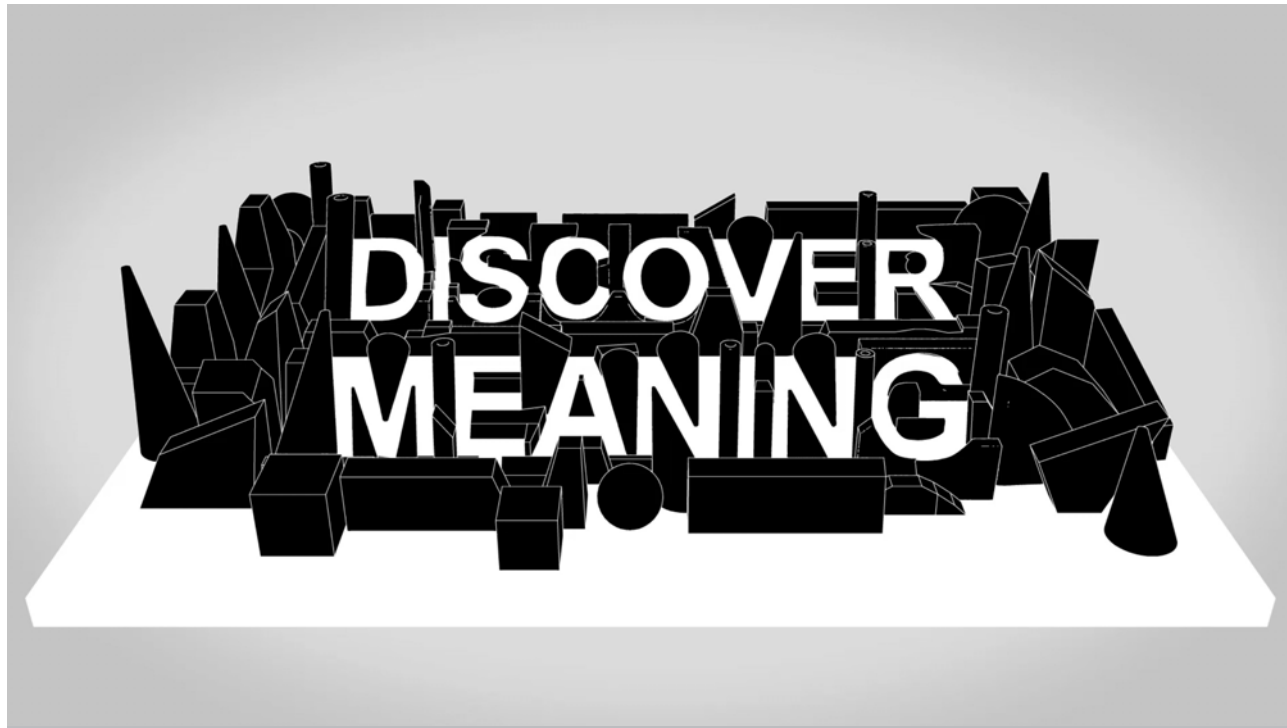
A graphic novel about a yeti who leaves the comfort of his home to discover who he really is. Awarded a grant by The National Arts Council.

"Extraordinary Jenny Jones" Interactive iOS Story App

UI/UX Designer, Front-End Developer, Publisher

An interactive story app about about a little girl who sees the world through different eyes - what everyone else sees as round, Jenny Jones sees as square. And the other way round. Awarded New & Noteworthy by Apple, and achieved #9 in the US app store.





“Discover Meaning”
Anamorphic Installation

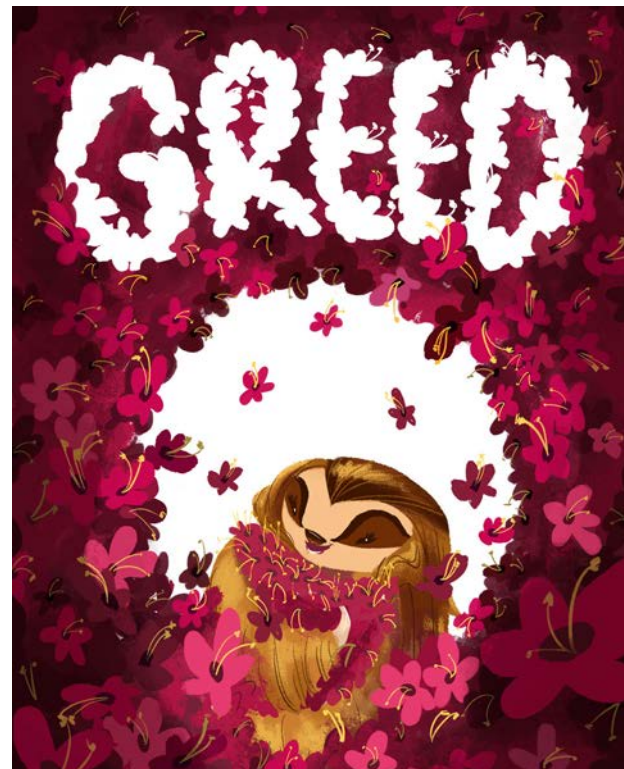
Designer, Producer

An anamorphic installation of objects that seem random at first sight, allowing the viewer to appreciate the pure aesthetic value of the piece, but finding the perfect viewing angle reveals a hidden message.

“The Seven Slothly Sins”
Animated Short

Writer, Director, Producer

The Seven Slothly Sins is a lethargic journey deep within the animal kingdom where Sloth, Envy, Wrath, Gluttony, Greed, Pride and Lust live in beautifully animated mayhem.



“LEAP” Short Film Series

Executive Producer

In this series of short films, we head behind the scenes with trailblazing women in high-powered positions to learn how they wield their diverse skills and perspectives to stay ahead of the game, keep their cool, and swiftly tackle complex and consequential decisions.

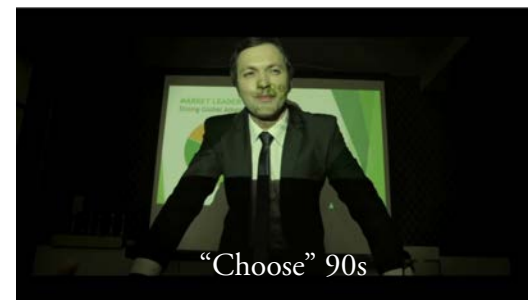
SAP Video Campaigns
(A Selection)

Writer, Producer

“Connections” 90s



“Choose” 90s



“The Sweet Spot” 90s

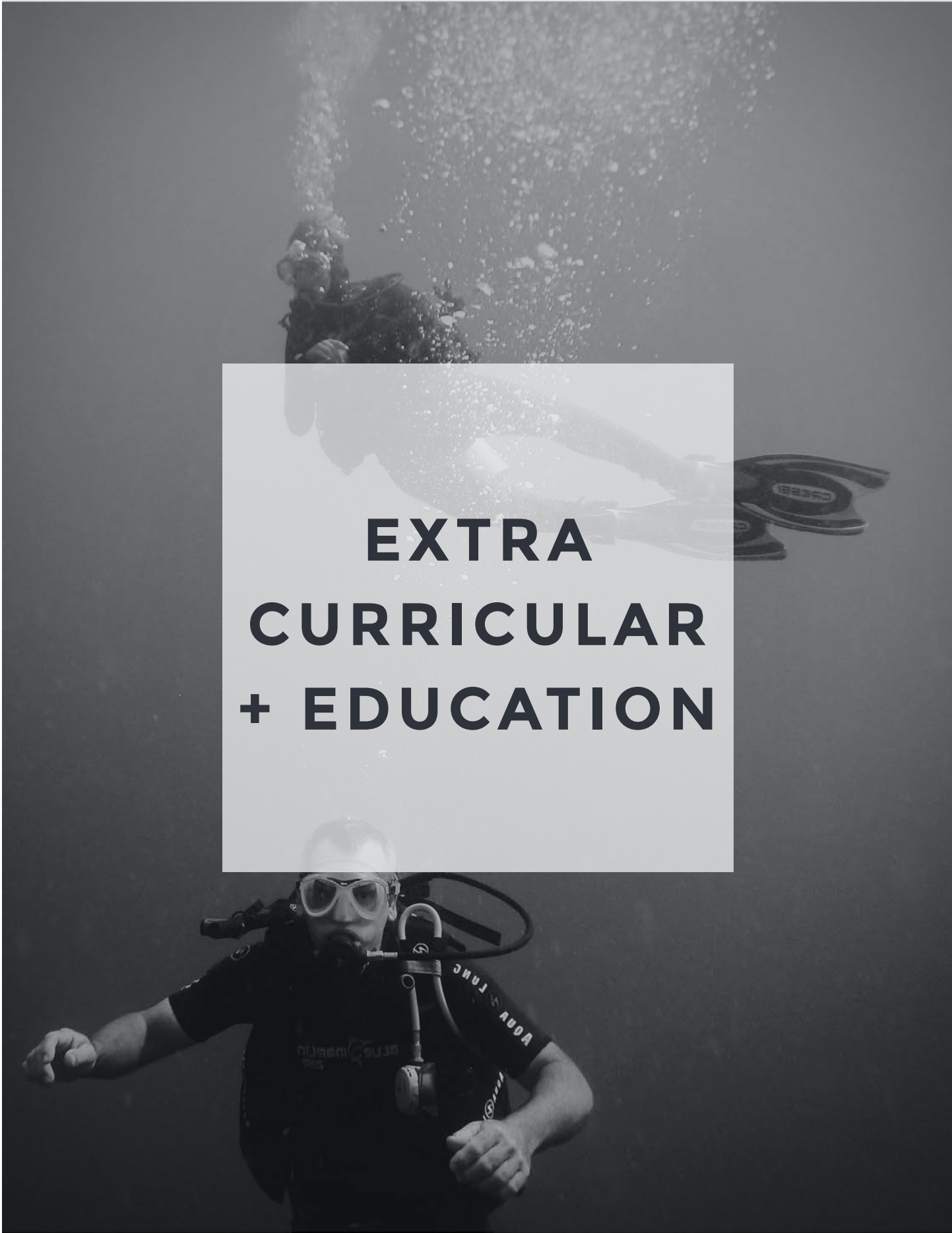


“The Life of Vinnie” 90s



“Be the Change” 45s





EXTRA CURRICULAR + EDUCATION



2017 - PRESENT:
EARLY LEARNING PROGRAM
AT HSDC BUKIT MERAH

TEACHING ASSISTANT

The Early Learning Programme is a literacy and numeracy intervention programme for 5 to 7 year olds. Trained volunteers deliver an in-house dyslexia and dyscalculia-based curriculum on a maximum 1 volunteer : 2 children ratio every Saturday.

2016 - PRESENT:
ACTION COMMUNITY FOR
ENTREPRENEURSHIP

PEER GROUP MODERATOR

ACE was launched in 2003 as a national effort to foster innovation and entrepreneurship in Singapore. ACE Peer Groups facilitate peer-mentoring by bringing entrepreneurs of similar profiles together. Currently serving as Group Moderator.

2014 - PRESENT:
NANYANG POLYTECHNIC
SCHOOL OF INTERACTIVE
& DIGITAL MEDIA

ARTIST MENTOR

NYP Mentors are a group of enthusiastic volunteers who commit to providing internships, mentoring and coaching to make a difference and provide real-world experience for aspiring artists and creatives at NYP.

BOOKS • FILM • PHOTOGRAPHY • FOOD • TRAVEL • DESIGN • STREET CULTURE • DIVING

- | | |
|--------------------|--|
| 1996 - 1997 | BPP LAW SCHOOL, GRAYS INN, LONDON
Bar Finals |
| 1993 - 1996 | UNIVERSITY OF BRISTOL, ENGLAND
LLB Honours (IIi) |
| 1991 - 1993 | SCECGS REDLANDS, SYDNEY, AUSTRALIA
Higher School Certificate (98.7%) |
| 1986 - 1990 | RAFFLES GIRLS' SEC SCH, SINGAPORE
8 GCE 'O' Levels (7As) |



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