



Hi, I'm Liem (that's Limb) and I graduated from Baylor in 2002 with a degree in graphic design. What helped me mostly was getting a broad spectrum of art and design as a whole. Every fine art class I took, whether it was drawing, painting, sculpture, photography etc. taught me something that helped down the road. And classes that were more specific such as typography, layout design, 2D design, logo design, and package design helped immensely.

I'm currently an art director at Publicis, an ad agency in New York City, and what my job entails is basically coming up with a concept and to develop an overall look and feel for an ad campaign. Having a background in graphic design is a huge asset because not only must I sell an idea, but I have a visual sensibility to carry that idea across various platforms.

If you want to learn more about the ad industry, you can see my work online at www.LimbTheTreeStem.com