

HINGS LIM

DESIGN & CREATIVE TECHNOLOGY

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Designer and creative technologist working across screen, space, and code, with over a decade of work for museums, galleries, and international art fairs. Builds digital products and websites end to end, from information architecture to front-end code; designs spatial and exhibition environments from previsualization through fabrication and install; and creates procedural 3D and virtual production for exhibitions presented with LACMA and the Centre d'Art Contemporain Genève. Exhibiting installation artist working with digital fabrication, video, and real-time projection, featured in the *Los Angeles Times* and *Frieze*.

PROFESSIONAL EXPERIENCE

Creative Technology Lead

Jul 2022 – Present

Digital Mural Lab, Social and Public Art Resource Center (SPARC)

Venice, CA

WEB & DIGITAL PRODUCT

- Owned the end-to-end redesign and rebrand of a six-site digital ecosystem (main site, Great Wall Institute subdomain, MuralMemoirs subdomain, SPARC Shop, MuralShield store, and Artistic Director Judy Baca's site), covering information architecture, wireframes, responsive UI, and a shared component, template, and brand-guideline library that keeps patterns consistent across properties.
- Carried designs through to implementation in HTML/CSS/JavaScript and WordPress, specifying components, verifying fidelity, and resolving edge cases directly in code. Managed CMS migrations and upgrades, staging deployments, PHP and server configuration, and cPanel hosting across all properties.
- Restructured a decade of legacy archive content, simplifying navigation so visitors move between the main site and its subdomains without losing their place, while preserving the organization's historical identity.

EXHIBITION & SPATIAL DESIGN

- Design environmental graphics, vinyl installations, didactic wall text, and caption systems for exhibitions at Jeffrey Deitch Gallery, LACMA, Lancaster Museum of Art and History, Laband Art Gallery, and Duron Gallery, translating dense historical subject matter into legible communication adapted to each venue's architecture, audience, and scale.
- Build 3D exhibition layouts and spatial mockups in SketchUp that resolve artwork placement, sightlines, visitor flow, and lighting, presenting them to curatorial and executive stakeholders for approval before build-out.
- Produce large-format banners, exhibition signage, and environmental materials, operating in-house large-format printers, managing external vendors and fabricators, reviewing proofs, and delivering production-ready specifications.

PRODUCTION & PIPELINE

- Established the studio's design pipelines and file structures, using Figma for collaborative production and building Photoshop workflows for concurrent editing of large-scale mural files, while supporting junior artists and designers on shared projects.
- Photograph murals and artworks, producing color-accurate, multi-shot captures stitched and retouched for archival records and fine-art reproduction.
- Built command-line tools in Rust to automate processing and validation of multi-gigapixel mural image files, including batch resizing, tiling, and stitching.
- Create motion graphics and animation assets in After Effects and Premiere Pro for web, social, and in-exhibition display.

Procedural 3D Modeler (Freelance)

2021 – 2024

EPOCH Gallery, virtual exhibitions

Los Angeles, CA

- Modeled architecture for virtual exhibitions with major institutional partners, including LACMA, the Academy Museum, and the Japanese Pavilion for *Echoes* (LACMA Art + Technology Lab, 2022); LACMA's new Peter Zumthor building for *Catalyst* (Honor Fraser Gallery, 2023); and the exhibition buildings for the Biennale de l'Image en Mouvement (Centre d'Art Contemporain Genève, 2024), credited as Key 3D Modeler.

- Worked predominantly in SideFX Houdini with a procedural, node-based approach, building parametric systems for massing, facade articulation, and repeating structural elements so models could be revised non-destructively and optimized for real-time rendering.
- Developed complex structural geometry parametrically in Rhino3D and Grasshopper, such as the Biosphere 2 structures for *Lifelike* (2022), then brought it into Houdini for assembly with the procedural architecture.
- Translated exhibiting artists' works into 3D for *Echoes*, including cloth and physics simulation for the artist American Artist and modeling and topology cleanup for Jen Liu, Gordon Cheung, and Jennifer West; also modeled select elements for *Purgatorio* (UCR ARTS, PST ART, 2024).

Previs, Virtual Production & VFX Artist (Freelance)

2021 – 2022

The Book of the Dead, film by David Kelley

Los Angeles, CA

- Developed previs in Unreal Engine in direct collaboration with the director, blocking scenes, staging, and camera moves to lock shot design before the shoot.
- Built the virtual production environments and set layout, and supported real-time camera tracking on set.
- Created particle-based VFX in SideFX Houdini, simulating and rendering elements as passes delivered to the compositing team for final integration.

Creative Executive, Visual Identity & Exhibition Design

Feb 2016 – Jul 2019

Richard Koh Fine Art

Kuala Lumpur, Malaysia

- Maintained and evolved the gallery's visual identity as a design system across owned and third-party platforms (website, Artsy, Ocula, social, print), producing branded materials for 20+ exhibitions and adapting one visual language to very different platform constraints and audiences.
- Developed booth design strategy, layouts, sightlines, artwork placement, and spatial flow for 8+ international art fairs a year, including Art Basel Hong Kong, VOLTA New York, Taipei Dangdai, Art Central Hong Kong, Art Stage Singapore, India Art Fair, Asia Now Paris, and Bazaar Art Jakarta.
- Designed marketing collateral, campaign toolkits, electronic direct mail, and on-site signage for each fair, and produced exhibition catalogues and editorial layouts with artists, curators, and writers.
- Supervised installation and de-installation crews on site, directing artwork handling, mounting, and framing within tight load-in windows, venue restrictions, and fixed budgets.
- Scoped, scheduled, and budgeted concurrent booth builds, gallery shows, catalogues, and campaigns, coordinating fabricators, shippers, customs, and venue operations across 6 countries, and presenting design proposals to principals.
- Managed the artist database and gallery inventory, and liaised with artists on exhibition planning, consignment, and marketing materials.

Creative Executive, Branding & Event Design

Feb 2014 – Jan 2016

Henry Butcher Art Auctioneers

Kuala Lumpur, Malaysia

- Art directed live auction events for 300+ attendees in hotel ballrooms, designing the branded stage backdrop, lot projection layout, lighting plan, and seating arrangement.
- Designed pre-auction exhibition previews held a week before each sale, planning artwork placement and visitor circulation to build bidder confidence ahead of auction day.
- Designed and maintained the company's brand identity across auction catalogues, websites, social media, email campaigns, and event environments, holding one standard from print to stage.
- Implemented the company's online auction system, integrating live bidding into the website and running it on site during sales, including a live lot display with real-time conversion across five currencies for regional bidders.
- Coordinated logistics, install, and de-install for previews and fair presentations, and liaised with consignors and buyers on collection and delivery.

Associate Web Designer

Oct 2012 – Oct 2013

Astro Radio (MelodyFM / THR Raaga)

Kuala Lumpur, Malaysia

- Designed and maintained the websites and social channels for MelodyFM and THR Raaga, Astro Radio's Chinese- and Tamil-language stations, adapting the parent brand for two distinct language audiences.

- Designed and built sponsor pages and campaign landing pages in Bootstrap, HTML/CSS, and JavaScript, responsive across devices.
- Worked with marketing teams and on-air producers to bring audio, video, and promotional content onto the sites, aligning web campaigns with each station’s brand strategy.

ART PRACTICE

SELECTED PROJECTS

Throughput

island gallery, New York, NY

Mar – Apr 2026

Solo exhibition

- Built an interactive sound installation as an embedded system, programming a Raspberry Pi Pico in Rust to convert electromagnetic signals into sound in response to visitor proximity.
- Modeled a computer-case sculpture in Fusion 360, 3D printed the master, and cast it in resin from handmade molds; also designed CNC-cut aluminum plates and hand-engraved them.
- Planned the layout in Houdini with floor plans and eye-level renders, using projection screens as partitions to direct circulation, and directed the installation.

Specter in the Gate

Grand Central Art Center, Santa Ana, CA

Feb – May 2024

Solo exhibition · Supported by the Andy Warhol Foundation

- Produced a CGI video reconstructing Santa Ana’s former Chinatown, modeling the buildings in Houdini, creating fire VFX, and rendering in Unreal Engine 5.
- Created a real-time projection-mapped piece in Unreal Engine 5 and MadMapper, casting moving shadows across the gallery environment.
- Previsualized the exhibition in SketchUp with dimensioned renders, fabricated sculptural structures in brass tubing and human hair, and designed a partitioned corridor leading into the enclosed projection room.

Full exhibition history at hingslim.com.

SKILLS

Interaction & UI	Figma, information architecture, wireframing, prototyping, design systems, responsive design
Code	Rust (CLI tools, embedded firmware), HTML/CSS, JavaScript/TypeScript, Svelte, PHP, WordPress, Shopify
3D & Real-time	SideFX Houdini (procedural modeling, simulation, VFX), Rhino3D and Grasshopper, Unreal Engine (virtual production), Fusion 360, RealityCapture, SketchUp, projection mapping
Motion & Image	After Effects, Premiere Pro, DaVinci Resolve, Mistika VR, high-resolution artwork capture and stitching
Graphic & Editorial	Photoshop, Illustrator, InDesign, Bridge, Lightroom, Typst, LaTeX
Fabrication	CNC drawings, 3D printing, mold-making and resin casting, large-format and vinyl printing, vendor coordination, install direction
AI Tools	Claude Code, Figma Weave

EDUCATION

Master of Fine Arts	· University of Southern California, Los Angeles	2019 – 2021
Performance Studies Graduate Certificate	· University of Southern California, Los Angeles	2020 – 2021
Bachelor of Applied Arts with Honours (Fine Arts)	· Universiti Malaysia Sarawak, Malaysia	2009 – 2012

RECOGNITION

Honors	Andy Warhol Foundation support (2024) · Artist-in-Residence, Grand Central Art Center (2022–2026) · USC International Artist Fellowship (2019–2021) · Petronas – P. Ramlee Chair’s Award (2012)
Press	Los Angeles Times (2024) · Frieze (2024) · Emergency Index (2023) · Hyperallergic (2021) · The Star (2021, 2016) · Art Republik (2017) · randian (2016) · Blouin Artinfo (2016)