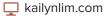
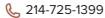
# Kailyn Lim

UX/UI + Product Designer



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#### SKILLS -

**Product Design UX** Design Interaction Design Interface & Visual Design Responsive Design Wireframing Prototyping User Research **Branding & Identity** HTML & CSS

#### TOOLS -

Fiama Sketch

Abstract

Adobe Suite

Invision

Marvel

UsabilityHub

Axure

Balsamiq

Draw.io

Visio

Jira

Mixpanel

# **EDUCATION**

## **UX Design Program**

Bloc | Nov 2016 - June 2018

Immersive apprenticeship program to master user research and design.

## **B.S.** in Advertising

University of Texas at Austin | Aug 2008 - May 2013

Academic program to learn the diverse field of media through Insights, Interactive, and Investments.

#### **SUMMARY**

I am an end-to-end designer who is passionate about creating engaging experiences and collaborating cross-functionally. With an empathetic mindset, I am motivated to use this curiosity I have for others to design meaningful solutions that people can enjoy and find useful.

#### EXPERIENCE -

## **Product Designer**

Oct 2019 - Mar 2020

OJO Labs

- Owned the design process with a senior designer/mentor for the consumer app team, partnering with PM and engineers to deliver the best possible customer value and experience
- Redesigned the home listing page, generating an increase in property feedback (18%), property page CTA (41%), and referral rate (0.5%)
- Facilitated and/or participated in regular design reviews with engineers and stakeholders to collect and provide feedback
- Contributed new controls and design improvements to the design system to help ensure consistency across products

## **UX** Designer

Sep 2018 - Sep 2019

Mitratech

- Designed experiences for an e-billing software and an Outlook plug-in while collaborating with agile teams
- Spread design thinking in the organization by utilizing a design process and revamping user personas
- Facilitated design sprints and client working groups regularly to identify specific user problems and to refine and iterate solutions

## **UX/UI** Design Apprentice

Nov 2016 - Jul 2018

Bloc

Designed a full-featured iOS to-do app and an e-commerce site from the ground up by conducting user research, creating brand identities, and producing wireframes & interactive prototypes based on data-driven user testing results.

## VOLUNTEER EXPERIENCE -

### **Director of Communications**

May 2018 - May 2019

Austin UX Professionals Association (UXPA)

Led the social media and web operations, communications strategy, and media budgeting for a non-profit Austin chapter of the UXPA.