

# Kailyn Lim

UX/UI + Product Designer

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## SKILLS

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

## TOOLS

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Figma  
Sketch  
Abstract  
Adobe Suite  
Invision  
Marvel  
UsabilityHub  
Axure  
Balsamiq  
Draw.io  
Visio  
Jira  
Mixpanel

## EDUCATION

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### 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

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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

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### 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

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- 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

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### 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.