Product Designer

FINTECH · MOBILE DESIGN

Designed *anew* – a debt management and budgeting web app. View the full case study here.

- Conducted user research, competitor analysis and market research for BRD, and to uncover pain points
- Carried the prototype from wireframes to high-fid
- Planned and conducted multiple rounds of usability testing to discover opportunities for improvement
- Created a design system to support future growth

Product Designer

EDUTECH · MOBILE DESIGN

Designed WON – a language-learning app that teaches real-life Korean through video content.

- Led user research on online language learners
- Synthesised insights into design concepts, informed by competitor analysis and market research
- Implemented feedback from usability testing to craft a user-directed, high-fidelity prototype

Graphic & UI Designer

NOV 2018 - CURRENT

I produce high-quality creatives in all shapes and forms: organic and paid social, email marketing, web design, packaging design, digital and print marketing campaigns, retail POS, Out-of-Home… the list goes on. Previous clients include: MONPURE, VOTARY, Ruuby, Lumity, Citizen Femme, and The Mandeville Hotel.

Head of Design

MAR 2020 - JUL 2021

Spearheaded MONPURE's first OOH ad campaign which debuted across Central London.

EDUCATION

User Experience Design
CareerFoundry
2021–2022

BA Linguistics
University College London
2014–2017

SKILLS

Technical

Figma
Adobe Photoshop
Optimal Sort
Usability Hub
Miro, Overflow, Keynote

Design

UI/Graphic Design
User Flows
Information Architecture
Wireframes and Prototypes
Design Systems
Interaction Design

Research

User Personas
Competitor Analysis
Market Research
User Research
User Interviews
Usability Testing

CERTIFICATION

Foundation HTML, CSS + Javascript
SuperHi
Aug 2021

User Experience Design
SuperHi
Aug 2021

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An all-rounder product designer, merging human behaviour with aesthetic design to craft meaningful, user-centred experiences.

Jennie Lim