

Rebekah Lim

Product Designer

Design not a product, but a solution

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Work

Value Cruncher, Founder & Product Designer

May 2021 - Present • Seoul, South Korea

Designed 'Gachi Saja', the app for people living alone for finding shopping mates based on location and need

Won \$10,000 in 4 months for the seed money from the Korean Government and Standard Chartered Bank Korea
Collaborating closely with product managers, developers

Forestin, Founding Member & Product Designer

Feb 2021 - Present • Seoul, South Korea

Designed 'Forestin', the app for Gen MZ for finding their communities based on region and interests

Successfully launched the app by designing the app and logo from lo-fi sketches to hi-fi prototypes
Conducted user research, and designed the flow of the mobile app by focusing on user needs
Developed the company website with HTML5, CSS, Javascript

Kakao Enterprise, Search Operation Intern

Feb 2020 - Feb 2021 • Gyeonggi-do, South Korea

Operating the search engine of Kakao, No.1 messenger app of South Korea

Designed the search experience of the users through operating the service based on data
Collaborated closely with developers by evaluating the performances of built-in search engines
Developed business strategies focusing on the users

Happiness to Kids, UX Intern

Jul 2019 - Jan 2020 • Daejeon, South Korea

Designed a reward system for users providing immersive gaming experience

Enhanced usability for "SojungHangul", a mobile app teaching Korean to children aged 4-8 with games and videos
Rewriting the whole UX writing of the app to be more intuitive and user friendly
Hosted a company-wide Design Thinking session to advance internal UX processes

Project

Stanford • UC Berkeley Design Workshop

Jan 2019 • California, United States

Design Challenge: Design a meaningful mobility for college students in UC Berkeley

Visited the Hasso Plattner Institute of Design and audited ME310 at Stanford University
Collaborated with UC Berkeley's Smart Mobility Lab (BRAVO) to design a mobile app that enhances commuting experience for UC Berkeley students

Samsung Bixby Redesign

Sep 2018 • Seoul, South Korea

Redesigned the first interaction between a user and Bixby

Redesigned based on user needs with Design Thinking and the methodology TRIZ
Led the team and won 1st place from Samsung Electronics

Taiwan • Korea Design Workshop

Nov 2018 • Taipei, Taiwan

Solved the design challenge, "Technology that enables the potential of seniors"

Won 1st place by leading the team to design "2U: Smart Finder", a wearable tracking beacon for the elderly with the methodology Design Thinking

Education

University of Michigan

Aug 2021 - May 2023 • Ann Arbor, MI

Master of Science in Information
Human-Computer Interaction

Entrepreneurs Leadership Program Fellowship

GPA: 4.0 / 4.0

Sungkyunkwan University

Mar 2015 - Feb 2021 • Seoul, South Korea

Bachelor of Library and Information Science
Bachelor of Informatics

Student Success Scholarship

Major GPA: 4.07 / 4.50

Florida State University

Sep 2017 - Dec 2017 • Florida, United States

iSchool, Information Technology
Study Exchange

Full Scholarship by Sungkyunkwan University

GPA: 4.0 / 4.0