Kailyn Lim

User Experience + User Interface Designer

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SKILLS

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

TOOLS

Sketch
Adobe Suite
Invision
Marvel
UsabilityHub
Axure
Balsamiq
Draw.io
Google Suite

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 a 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.

PROJECTS

Pomlist
Jan 2018 - Apr 2018

iOS Mobile App

Pomlist is a full featured iOS to-do list app with integration of the Pomodoro Timer. It was designed with a goal of increasing focus, productivity and accountability among users.

Beau
Aug 2017 - Dec 2017

Responsive E-Commerce Site

Beau is an e-commerce retailer that is committed to creating a trusted experience for purchasing pet accessories.

EXPERIENCE

Director of Communications
May 2018 - Present

Austin User Experience Professionals Association (UXPA)

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

Digital Media Planner
Apr 2016 - Sep 2017

Just Media

Analyzed various performance metrics to uncover optimization opportunities. Performed A/B tests and made data-driven decisions on the digital media elements.

Advertiser Account Manager
Nov 2014 - Apr 2016

Adscend Media

Engaged in all stages of the account management cycle with 30 global advertisers, which included prospecting new clients, implementing postback tracking, launching campaigns, optimizing traffic, and billing.