



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
Visio
Jira
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.

EXPERIENCE

UX Designer

Sept 2018 - Present

Mitratesch

Design experiences for an e-billing software and an Outlook plug-in. Collaborate with agile teams, as well as Services, Support, Marketing, and Business. Spread design thinking in the organization by utilizing a design process and revamping user personas. Run design sprints and client working groups regularly to identify specific user problems and to refine and iterate solutions.

Director of Communications

May 2018 - May 2019

Austin User Experience Professionals Association (UXPA)

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

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.

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.