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
Axure
Balsamiq
Draw.io
Google Suite
Github

EDUCATION

UX Designer Program

Bloc | Nov 2016 - May 2018

Immersive apprenticeship program to master user research and design.

B.S. in Advertising - *TexasMedia Sequence*

University of Texas at Austin | Aug 2008 - May 2013

Academic program to learn the diverse field of media through three key pillars: Insights, Interactive, and Investments.

EXPERIENCE

UX/UI Designer
Pomlist (Bloc Apprenticeship)
Jan 2018 - Apr 2018

Led end-to-end app design for iOS. Conducted user research, created brand identities, and produced wireframes and interactive prototypes based on data-driven user testing results.

UX/UI Designer
Beau (Bloc Apprenticeship)
Aug 2017 - Dec 2017

Designed responsive experiences for an e-commerce website. Responsibilities include research, branding, wireframing, prototyping, and testing.

Digital Media Planner
Just Media
Apr 2016 - Sep 2017

Led cross-departmental collaboration to plan and implement digital media buys for B2B tech companies. 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
Adscend Media
Nov 2014 - Apr 2016

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.

Assistant Media Planner/Buyer
Proof Advertising
May 2013 - Nov 2014

Negotiated with media partners to obtain the best rates and media spaces in broadcast, online radio, print, and OOH advertising for local Subway Restaurant markets. Handled project management to maintain media pacing and budget accuracy.

VOLUNTEER EXPERIENCE

Director of Communications
Austin User Experience Professionals Association (UXPA)
Mar 2018 - Present

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