

Ryan Paul Augustine Lim Han Yong (Mr.)

hello@ryanaugustinelim.com • (+65) 9105 5803 • [linkedin.com/in/ryanaugustinelim](https://www.linkedin.com/in/ryanaugustinelim) • PORTFOLIO: <http://ryanaugustinelim.com>



Summary

NUS New Media undergraduate with overseas and local start-up experience, embarking on a pre-career pivot from Product Marketing to Product Development. Seeking opportunities to embark on product-related roles in the information technology industry. Developed an understanding of the following areas:

- Start-up growth • User Research Methodologies • UI/UX Design; Front-end Web Development
- Data retrieval and analysis • Product Marketing

Languages: • English (Professional) • Mandarin (Basic)

Education

National University of Singapore, August 2015 – July 2019 (Expected)

Bachelor of Social Sciences (Hons), Major in Communications and New Media

Read with the University Scholars Programme, an interdisciplinary programme

CAP: 4.77 / 5.00

Awarded: China Daily Prize (3rd Best in Cohort) • June 2018 | Dean's List • December 2017

Ngee Ann Polytechnic, School of Film & Media Studies, April 2010 – May 2013

Diploma with Merit in Mass Communication

GPA: 3.73 / 4.00

Awarded: Ngee Ann Polytechnic Academic Achievement Scholarship • June 2011 | NP Merit Award • April 2010

Professional Experience

Junior UX Researcher, August 2018 – Ongoing

Red Otter Pte Ltd

Red Otter is an internal start-up in Telenor Group.

- Conceptualise and test product-related hypotheses, including sampling and recruiting for alpha testing before product launch
- Conduct usability testing for design sprints

User Research Intern, May 2018 – August 2018

Telenor Digital Asia

- Qualitative research for exploratory phase of design roadmap
- Facilitate structured in-depth interviews with multiple target users
- Plan, coordinate, and execute diary studies for attitudinal data
- Conduct thematic analysis in order to surface design principles for product development

Marketing Intern, January 2018 – May 2018

99.co, Singapore's Largest Property Listing Portal

- Product marketing in the form of email and field marketing for new product launches
- Designed marketing collateral to reach both consumers and businesses (social media, email marketing, and print collateral design)

Marketing Intern, September 2012 – February 2013

HighlightCam, Inc.

Mountain View, California

- As part of NUS-MDA SHAPE (Singapore-Hollywood Attachment Programme), which sponsored interns to work in overseas start-ups
- Created marketing content for current and prospective HighlightCam app users, and managed the company's Facebook page
- Achieved a threefold increase of Facebook fans through both organic and paid postings

Leadership and Volunteering

Committee Member, January 2016 – Ongoing

Gender Collective, University Scholars Programme

- A feminist student interest group catering to university students

Relevant University Courses and Skills

Research and Data

NM4102: Advanced Communication & New Media Research,

NM2104: Qualitative Communication Research Methods,

NM2103: Quantitative Research Methods

- Conducting and transcribing interviews and focus groups
- Experiment and survey questionnaire design, data analysis with SPSS
- Probability statistics for social science research

NM3239: Retrieving, Exploring, and Analysing Data

- R and RStudio, Tableau for data retrieval and presentation

Web, UI, and Graphic Design

- Proficient with Adobe Photoshop, Lightroom, Illustrator, InDesign

CS3240: Interaction Design (Ongoing)

- Usability testing, contextual inquiries, prototyping with Sketch

NM2207: Computational Media Literacy

- Basic knowledge of HTML/CSS and Javascript