

Phyllis Lim [Email](#) [Contact](#) [Portfolio Writeup](#) [GitHub](#) [Live Portfolio \(Require Login\)](#)

Proven collaborator, translating client needs into intuitive, functional digital experiences that prioritize user satisfaction and clean, scalable code.

EXPERIENCES

Wordpress Developer — B.Tennis, Singapore

Integrated 5 plugins to **raise user engagement and site functionality** by 50%, and **SEO** by 75%.

Created visually engaging designs through **strong attention to detail** and UX/UI principles to **strengthen brand identity**.
Proven track record **delivering 4 projects** and collaborating in **cross-functional teams** to meet business needs.

Project Manager — Arcadis (now AIS), Singapore

Managed development timelines for **5+ projects**, using **Agile and Scrum methodologies** to ensure on-time delivery.
Optimized resources through three unique strategies, reducing project delay by 25% and **increasing productivity** by 50% through automation and pattern analysis.
Led six cross-functional teams to address client needs daily, consistently **enhancing client satisfaction** and retention.
Cultivated **strong client relationships** by providing strategic advisory, **translating project requirements into actionable solutions**, and maintaining high standards of service quality.

Backend Dev (Machine Learning) Intern — SaRRu (NUS), Singapore

Supported 2 projects and utilized **computer vision tools (CVAT)** and **data processing libraries (e.g., Pandas, NumPy)** to assist with **data preparation** and cleaning, raising the quality of model accuracy and speeding up data cleaning procedures.
Used Python to work on a **large-language model tool** for literature chunking, re-designing and improving LLM accuracy.
Prepared **two presentations** for workshops to **convey technical insights to a professional audience**.
Demonstrated **adaptability** by assisting with additional research tasks, advancing project goals and enhancing team output.
Familiar with model evaluation techniques and **workflow improvements** to **streamline development processes**.

SKILLS AND CREDENTIALS

UI/UX Design - Tools Used: Figma, Balsamic, Adobe Illustrator, Blender, Spline

Skills: Wireframing, Prototyping, User Research, User Testing, Useability Testing, A/B Testing, Design Principles, Design Thinking, Human-centric Design, Solution Scoping

Software Development

Skills: Front-end Technologies (ReactJS, HTML, CSS, Javascript), Back-end Technologies (Node.JS, Python, CRUD/REST APIs), Git, Database (SQL, MongoDB (noSQL)), Web App Development, Mobile Development

Career Upskilling Certificates - Google

- **AI Essentials** - Prompt Engineering and
- **IT Automation with Python** - Task automation with Python, focused on scripting, debugging, cloud-based automation to improve operational efficiency.
- **Cybersecurity** - Covered network security, cryptography, threat detection, and risk management concepts to protect systems and data integrity.
- **Advanced Data Analytics and Data Analytics Course** - Comprehensive training covering data cleaning, visualization, and statistical analysis, with advanced skills in predictive modeling, machine learning, and experimental design. Proficient in SQL, R, and Tableau, with a strong emphasis on deriving actionable insights from complex data. Focused on real-world applications to drive strategic decision-making and optimize business processes.
- **UX Design** - Covered design principles, user-centered design, and prototyping skills to create intuitive, accessible, and engaging digital experiences.

Project Management (Bachelor's Degree) - National University of Singapore (NUS)

- **Key contributor** to annual talks, focusing on user-centric design principles and **fostering diversity in tech**.
- **Adapted to diverse cultural** and group work settings while honing **independent learning skills** on solo exchange to China.
- **Led** team in Hall Games, emphasizing collaboration, **strategic planning, critical thinking** and building of **team dynamics**.
- Contributed to multiple projects across various disciplines, demonstrating **strong communication skills**.

Data Driven FinTech Strategies - NUS

- Developed strategies for **risk management, fraud detection**, and customer personalization through **PowerBI** and **Tableau**.
- Applied financial modeling and **predictive analytics** to **optimize decision-making and enhance business performance**.

Graduate-Level Coursework & Technical Training - NUS

Specialized in IT infrastructure, cloud computing, and systems design.
Gained hands-on experience in scalable solutions, enterprise architecture, and optimizing software performance.