

# Eric Lim

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User experience designer leading the UX team at a dental tech company. An advocate for design thinking and coaching my team to produce their best work.

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## EXPERIENCE

### **User Experience Supervisor, Glidewell Dental** *Mar 2018*

- Evangelized user-centered design in the organization by running design sprint workshops with development & marketing teams, leading to a stronger emphasis on user empathy and taking user goals into consideration.
- Clearly defined roles and career growth for designers and mentored the UX Design team that grew from 1 to 5.
- Presented a vision of unifying the organization's disparate sub-brands and sister companies into a more cohesive brand, successfully launching a rebranding initiative that involved cross-functional business stakeholders.
- Introduced event tracking for user events to product teams, turning customer data into insights, and leading to wider adoption of metrics for measuring and defining the success of projects (outcomes vs output).
- Lead the design of an IoT button that allowed customers to schedule shipping carrier pickups, reducing phone calls to our call centers and saving the organization \$18,000 a month.

### **User Experience Designer, Glidewell Dental** *May 2016-Mar 2018*

- I became the first user experience designer role in the organization, with a focus on improving the usability of the products coming out of the development teams.
- Introduced usability testing into the process, which led to product teams starting to understand a user-first approach as opposed to only taking requirements from internal stakeholders.
- Lead design on the customer portal team by adding and improving features which led to increasing the user base by 40% while maintaining over 90% engagement.
- Started the ritual of design critiques and involved non-designers to get them to learn to talk about design more effectively.

### **Software Engineer, Glidewell Dental** *May 2014-May 2016*

I designed and implemented a customer and order management system. While I initially only worked on specific features in the customer management system, my proven results in improving the user experience led to me overseeing the design for the entire system.

**Software Engineer, Channel Factory** *Jun 2013-May 2014*

Extensive usage of the Bootstrap framework for projects and prototyping. Set up graphs and charts using D3 with the NVD3 reusable chart library.

**Lead Front-End Developer, Juxt Interactive** *Jun 2009-Jan 2013*

Created websites from designs and worked closely with the designers and project managers to resolve usability and information architecture issues.

**Instructor, Art Institute** *Jan 2010-Apr 2010*

Taught the Introduction to Web Design course with a focus on semantic HTML, CSS, and web accessibility.

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**EDUCATION**

**Information & Computer Science, BS, UC Irvine** *2004*

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**SKILLS**

**Design Tools:** Figma • Sketch • InVision • Adobe XD

**Coding:** Responsive Web • Web Accessibility • Semantic HTML/CSS • Sass  
• Javascript • Git • Scrum Ceremonies • Agile Methodology

**Research & Collaboration:** Lucidchart • Airtable • Optimal Workshop • Segment  
• Lookback • Hotjar • Amplitude • Google Analytics • Mailchimp • SendGrid • Asana  
• Target Process • 15Five

**Design Process:** User Interviews • Affinity Diagramming • Thematic Analysis  
• Persona Building • Customer Journey • Ideation Facilitation • Content Strategy  
• Story Mapping • Rapid Prototyping & Testing • Wireframing • Analytics Review

**Soft Skills:** Meeting Etiquette • Meeting Facilitation • Communication • Critical Thinking • Problem Solving • Project Management • Conflict management  
• Negotiation • Design Thinking • Google Design Sprint Method • Stakeholder Alignment • Strategic Vision • Leadership • Design Advocacy • Career Coaching  
• Building Team Culture • Organized & Methodical