Eric Lim

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User experience designer leading the UX team at a dental tech company. A big proponent of user-centered design and empowering my team to produce their best work.

EXPERIENCE

User Experience Supervisor, Glidewell Dental *2018*

- Evangelized user-centered design in the organization by running design sprint workshops with other departments, leading to a better fundamental understanding of taking the user's feelings and goals into consideration.

- Clearly defined roles and career progression for designers and grew the team 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 project that involved cross-functional business stakeholders.

- Introduced event tracking for user events to product teams, leading to a wider adoption of metrics for measuring and defining the success of projects.

- 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 *2016-2018*

- 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 *2014-2016*

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 *2013-2014*

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 *2009-2013*

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

Instructor, Art Institute *2010*

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

EDUCATION

Information & Computer Science, UC Irvine *2004*