

Lim Zhiyang

UI/UX Designer

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Experience

Seaboard • Product Designer

APR 2023 – PRESENT

- Launched a Fintech product, onboarding the initial 25 users to validate the product concept and desirability.
- Designed user flows, wireframes, UI for the minimum viable product (MVP).
- Developed brand identity, design systems, and marketing collaterals.
- Facilitated design reviews and user testing sessions to gather feedback and enhance design solutions.

PebbleRoad Pte. Ltd. • Interaction Designer

APR 2019 – MAR 2023

Worked in cross-functional team. Responsibilities included:

- Defining user flows, interaction frameworks, prototyping, and high fidelity mockups design.
- Facilitated user testing and created design systems for clients.

Project highlights:

1. DigiHealth App

Merged 3 separate apps into a unified web-app, developing a design system for consistent UX, accelerating future product launches.

2. Singapore Courts

Redesigned the court website, resulting in a 65% increase in sessions, 56% more visitors, and 118% more engaged sessions.

3. Family Justice Court Divorce eService Portal

Designed a Proof of Concept (PoC) to streamline the simplified divorce process, saving litigants an average of S\$2,500 in legal costs.

4. Enhancing NS Reservist UX

Designed a Proof of Concept (PoC) to enhance digital touchpoints throughout the NS service journey, streamlining administrative work and reducing it from 1-2 days to half a day.

Refruit Pte. Ltd. • Digital Designer

JUN 2015 – MAR 2019

Refruit is a design agency specializing in digital marketing and strategy. My work includes:

- Brand identity, designing marketing materials, print, web and mobile interfaces, and website front-end development.
- Notable clients include Diageo, Dell, Jones Lang LaSalle, Technigroup, Epson, Brother, and Redmart.

Education

Bachelor of Communication Design

2017 – 2018

RMIT University (Distinction)

Design in Interactive Media

2017 – 2018

Singapore Polytechnic (Merit, Director's Honour Roll)

Skills

Core

- Visual design
- User interface design
- Interaction design
- UX design
- Prototyping
- User testing
- Design systems

Coding

HTML, CSS, JS

Tools

- Whiteboards
- Whimsical
- Figma
- Adobe Creative Suite
- Notion

Language

English (fluent), Mandarin (fluent)