

Lim Zhiyang

UI/UX Designer

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Experience

APR 2023 – PRESENT

Seaboard • Product Designer

Fintech startup providing payment solutions to seafarers.

Responsibilities

- UI/UX and product design for consumer mobile and back-office web applications.
- Developed and maintained design systems for rapid product launches.
- Created go-to-market materials.

Achievements

- Launched mobile app MVP to 25 users, scaling to 1,000+.
- Enhanced Back Office App with multi-role access: boost security, efficiency, user growth potential by 400%.
- Streamlined user onboarding: reduced lead time from 1 week to minutes.

APR 2019 – SEP 2023

PebbleRoad Pte. Ltd. • Interaction Designer

Strategy, design, and innovation firm that specialises in helping traditional organisations adapt to technology.

Responsibilities

End-to-end design: User research, UI/UX, and product design for clients across various domains, launching successful products and proof-of-concepts.

Notable projects:

- **Singapore Courts:** Redesigned website, boosting engagement (65% sessions, 56% visitors, 118% engaged sessions).
- **Family Justice Court Divorce eService Portal:** Designed Proof of Concept (PoC) to streamline divorce process, saving litigants S\$2,500 in legal costs.
- **OneNS:** Streamlined reservist administrative processes, 75% reduction in ops processing time.

JUN 2015 – MAR 2019

Refruit Lte. Ltd. • Digital Designer

Digital studio offering various digital services.

Responsibilities

- Designed brand identity, marketing materials, print, web, and mobile interfaces.
- Developed websites.
- Notable clients: Diageo, Dell, Jones Lang LaSalle, Technigroup, Epson, Brother, and Redmart.

Education

2017 – 2018

Bachelor of Communication Design

RMIT University • Distinction, 3.5/4

2017 – 2018

Design in Interactive Media

Singapore Polytechnic • Merit, Director's Honour Roll, 3.8/4

Skills

Design

- Visual Design
- User Interface (UI) Design
- User Experience (UX) Design
- Interaction Design
- Information Architecture
- Prototyping
- User Research
- Usability Testing
- Animation
- Design Systems

Coding

HTML, CSS, JavaScript, Wordpress, Bootstrap

Tools

- **Whiteboards, Whimsical:** Ideation, collaboration, conceptualisation and wireframing
- **Figma, Adobe Creative Suite:** Prototyping and design visualisation

Language

English (fluent), Mandarin (fluent)