Zhi Yang LIM
UI/UX Designer

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UI/UX designer with 9+ years of experience, specialising in crafting user-friendly and scalable interface designs for mobile and web applications using design systems. Successfully designed and launched B2C, B2B SaaS products from concept to launch.

Work Experiences

Apr 2023 - PRESENT
UI/UX Designer │ SeaBoard Technologies Pte. Ltd., Singapore
https://seaboard.sg/

Fintech startup providing financial services to maritime organisations and seafarers. Responsibilities: User research, product design – user experience design (UX), user interface design (UI), visual design for B2B web and B2C mobile applications. Developed and maintained design systems. Collaborated with developers to implement design solutions. Created marketing materials.

- Launched mobile app minimum viable product (MVP), scaling to 1,000+ user base.
- Streamlined user onboarding, reducing lead time from 1 week to minutes.
- Designed multi-role access for web application, boosting security, efficiency, and user growth potential by 400%.

Apr 2019 - Mar 2023
Interaction Designer │ PebbleRoad Pte. Ltd., Singapore
https://www.pebbleroad.com/

Design consultancy specialises in helping traditional organisations adopt digital solutions. Work with cross domains clients, launching successful digital products and proof-of-concepts (PoC). Responsibilities: Understand business requirements from stakeholders, user research, user flow, wireframe, prototyping, user interface design (UI), usability testing.

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

June 2015 - Mar 2019
Digital Designer │ Refruit Pte. Ltd., Singapore
https://www.refruit.com/

Design agency providing digital solutions for small to medium-sized enterprises (SMEs). Responsibilities include: Branding, visual design for digital and print materials. Wireframing and prototyping for proof-of-concept. User interface (UI) design and front-end development for website development.

Notable clients include Diageo, Dell, Jones Lang LaSalle, Technigroup, Epson, Brother, and Redmart, among others.

Educations

June 2017 - June 2018
RMIT University │ Degree, Bachelor of Communication Design
3.5/4, Distinction

June 2012 - May 2015
Singapore Polytechnic │ Diploma, Design in Interactive Media
3.8/4, Merit, Director's Honour Roll

Core Skills

- Visual design – *Figma, Sketch, Adobe Photoshop, Adobe Illustrator*
- User interface design (UI)
- User experience design (UX)
- Interaction design
- Information architecture
- User flow
- Wireframing
- Prototyping
- User research
- Usability testing
- Design systems
- Graphic design
- Animation and motion design
- Web development – *HTML, CSS, Wordpress*

Languages

- English (fluent)
- Mandarin (fluent)

Interests

- Digital illustrations
- Photography