

Morgan Lim Product Designer

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SUMMARY

I am a Product Designer with 4+ years of experience in visual design and branding. My academic background in Computer Science and Linguistics from UCLA enriches my approach with solid development and data analysis capabilities. I take pride in maintaining high standards for my work and thrive on the creativity that comes from working within constraints, believing that collaboration and these challenges together yield exceptional designs.

EXPERIENCE

Lead Visual Designer @ Starlite Cuisine Jul 2020 – Present

- Oversee end-to-end execution of all creative projects, spanning social media campaigns, targeted ad campaigns, and photography initiatives.
- Doubled engagement rates on social platforms by leading strategic content planning and creative direction.
- Secured national retailer placement at Sprouts Farmers Market by creating professional presentation decks with consistent branding and various marketing materials, including flyers and sell sheets.

UX Designer @ SVI Feb 2024 – Present

- Leading a website redesign with the aim to increase site traffic, enhance brand image, and improve accessibility.
- Developed scope of work through stakeholder consultations and structured meetings.
- Conducted competitive analysis and UX audit to pinpoint website weaknesses, uncover design gaps, and highlight opportunities for improvement.
- Verified alignment with user needs through user interviews and research synthesis, ensuring our designs effectively meet the requirements of the target audience.

UX Designer @ Sofvie Oct 2023 – Feb 2024

- Led website and user portal design initiatives, prioritizing client sign-up optimization and elevating brand recognition.
- Directed design choices and crafted high-fidelity screens by employing user personas, user journeys, and incorporating stakeholder input.

UX PROJECTS

UX Designer | Velo Vibe, eCommerce Web Design July 2023 – Aug 2023

- Enhanced the shopping and checkout experience, driving increased conversions through a comprehensive website redesign and thorough competitive analysis.
- Applied design principles to craft high-fidelity prototypes, refining them through multiple iterations of user testing.

UX Designer | GalleryPal, Mobile Design Sprint Aug 2023

- Led a Google Design Sprint for GalleryPal, exploring solutions to enhance user information during museum visits, from initial challenge mapping to hands-on sketching and storyboarding.
- Crafted and iteratively refined low and high-fidelity prototypes through user testing, ensuring a seamless and informed user experience for GalleryPal users.

UX Designer | Helio, Beauty Regimen Mobile App January 2023 – July 2023

- Designed a mobile app aimed at enhancing skincare and haircare routines, managing the entire design cycle independently.
- Conducted comprehensive user research, synthesis, and implemented visual and UX design strategies, validated through screener surveys and user interviews to refine a high-fidelity prototype after iterative usability testing.

EDUCATION

University of California, Los Angeles

2018 - 2022

B.A., Linguistics and Computer Science

Springboard

2022 - 2023

UI/UX Design Certificate

SKILLS

UX Design: UCD, Prototyping, Wireframing, Mobile First Design, Web Design, Information Architecture, Visual Design, Storyboarding, User Flows

Design Tools: Figma, Photoshop, Illustrator, Premiere Pro, Adobe Creative Suite, Miro, Marvel

UX Research: Usability Testing, User Interviews, Competitive Analysis, Personas, User Stories, User Journeys, User Surveys

Development Skills: C, C++, Java, R, HTML

Languages: English, Mandarin