

Morgan Lim Visual Designer

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EXPERIENCE

Lead Visual Designer @ Starlite Cuisine, Plant-based CPG Brand Jul 2020 – Present

- Secured national placement at Sprouts Farmers Market and 200+ independent stores by designing presentation decks, marketing flyers, and sell sheets with consistent branding to effectively communicate product value.
- Lead end-to-end execution of all creative projects, spanning social media campaigns, targeted ad campaigns, and photography initiatives, with a focus on consistent and meaningful branding.
- Doubled engagement rates on social platforms by leading strategic content planning, creative direction, and collaborating with a social media strategist and photographer through experimentation and performance analysis.
- Collaborated with developers to deliver assets, provide feedback, and facilitate meetings, ensuring implementation of content updates and design changes that enhance website functionality and maintain visual appeal.

Visual Web Designer (Contract) @ SoCal Computer Guys, Computer IT Services Sep 2024 – November 2024

- Increased client leads by 13% by developing a well-branded design system tailored to the client's needs, reflecting a deep understanding of their goals. Delivered impactful improvements through rapid, feedback-driven iteration, consistently exceeding client expectations.
- Synthesized stakeholder input into key deliverables, including a sitemap, moodboards, personas, and low-fidelity designs, all of which were approved by the client.
- Partnered with a developer to ensure design feasibility, preparing final deliverables for handoff, including wireframes and a style guide outlining a component-based design system with proper use of typography, color, and layout to ensure a smooth implementation process.

Visual Web Designer (Contract) @ SVI, Real Estate Appraiser Mar 2024 – Aug 2024

- Led a website redesign to increase site traffic, enhance brand image, and improve accessibility, focusing on user-centered design principles.
- Developed a detailed scope of work through stakeholder consultations and structured meetings, ensuring alignment on project goals and expectations.
- Conducted a competitive analysis and UX audit to identify weaknesses and design gaps, translating user research insights into mockups that align content and visuals with user needs.

Visual & UX Designer (Contract) @ Sofvie, Wellness Coaching Oct 2023 – Feb 2024

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

UX PROJECTS

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

- Enhanced the shopping and checkout experience, with the aim to drive increased conversions through a website redesign, competitive analysis, and iterative user testing to refine high-fidelity prototypes and mockups.

UX Designer | Helio, Beauty Regimen Mobile App Jan 2023 – Jul 2023

- Designed a mobile app to enhance skincare and haircare routines, managing the full design cycle from user research to high-fidelity prototypes, validated through surveys, interviews, and 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

Design Tools (Adobe Creative Suite, Adobe XD, Photoshop, InDesign, Illustrator, Premiere Pro, After Effects, Figma, Blender, InVision, Sketch), **Design Skills** (Illustration, Branding, Graphic Design, Motion Design, Web Design, Typography, Layout, Color), **Product Design** (UX Design, UI Design, User-Centered Design, Prototyping, Wireframing, Mobile First Design, Web Design, Information Architecture, Visual Design, Graphic Design, Storyboarding, User Flows, Design Systems, Accessibility, WCAG)