

Morgan Lim Product Designer

morgiejude@gmail.com | morganlim.co | [in/morgan-jlim](https://www.linkedin.com/in/morgan-jlim) | Los Angeles, CA

EXPERIENCE

Lead Visual Designer @ Starlite Cuisine, Plant-based CPG Brand 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, creative direction, and collaborating with a social media strategist and photographer through experimentation and performance analysis.
- Secured national retailer placement at Sprouts Farmers Market by designing professional presentation decks, marketing flyers, and sell sheets with consistent branding to effectively communicate product value.
- Collaborate 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.

UI/UX Designer (Contract) @ Social Computer Guys, Computer IT Services Sep 2024 – Present

- Collaborated with design lead and stakeholder to redesign a website, aimed at rebranding and securing contracts with clients in a new state by introducing new services and educating potential customers.
- Synthesized stakeholder input into key deliverables, including a sitemap, moodboards, personas, and low-fidelity designs, all of which were approved by the client.
- Partner with a developer to ensure design feasibility, preparing final deliverables for handoff, such as wireframes and a style guide, to ensure a smooth implementation process.

UX 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.

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

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, Typography, WCAG), **Design Tools** (Figma, InVision, Sketch, Adobe Creative Suite, Adobe XD, Photoshop, InDesign, Illustrator, Premiere Pro, After Effects, Miro), **UX Research** (Usability Testing, User Interviews, Competitive Analysis, Personas, User Stories, User Journeys, User Surveys), **Development** (C++, JavaScript, Git, R, HTML, CSS, Webflow, Wordpress, Wix)