

Morgan Lim Product Designer

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EXPERIENCE

Lead Visual Designer @ Starlite Cuisine, Plant-based CPG Brand

Jul 2020 – Present

- **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.
- **Lead end-to-end execution of all creative projects**, spanning social media campaigns, targeted ad campaigns (leading to 5.1x ROAS), and photography initiatives, with a focus on consistent and meaningful branding.
- 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.

Product Designer (Contract) @ UBYou, B2C Campus Wellness Mobile App

Oct 2024 – June 2025

- **Developed and implemented a comprehensive design system** to ensure consistency across the app, streamlining future updates and improving team efficiency.
- Led a team of 4 designers in redesigning a campus mobile app, restructuring the sitemap, optimizing red routes, and developing a high-fidelity prototype to enhance usability and user engagement.
- Collaborated closely with stakeholders to align the app's design with brand guidelines and user needs, resulting in a polished, intuitive product that received positive feedback from both clients and end-users.

Product Designer (Contract) @ Socal Computer Guys, Computer IT Services

Sep 2024 – Nov 2024

- Increased client leads by creating a tailored design system aligned with branding and goals, delivering sitemaps, mood boards, personas, and low-fidelity designs approved by stakeholders.
- Partnered with a developer to ensure design feasibility, delivering wireframes and a component-based style guide for seamless implementation.

Product Designer (Contract) @ SVI, Real Estate Appraiser

Mar 2024 – Aug 2024

- Led a website redesign focused on increasing site traffic, enhancing brand image, and improving accessibility by applying user-centered design principles and conducting competitive analysis and UX audits.
- Developed a detailed scope of work through stakeholder consultations, translating user research insights into mockups that aligned content and visuals with user needs and project goals.

Product 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.

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