

Samantha Lim

UI/UX Designer
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I believe in creating intuitive experiences for accessibility.

What I love about product design is that it bridges the gap between digital solutions and the human experience. I'm interested in interaction design and looking for solutions in the details.

Experience

Marketing Analyst Zoocasa

Jul '20 - Mar '21
Toronto, ON

- Contributed to increasing conversions on the blog by over 600% YoY by implementing content, CTA and UI recommendations
- Designed landing pages and banners for eBook resources, leading to over 3,000+ visits and 800+ downloads
- Edited market reports in Illustrator as part of a data-driven storytelling framework to secure media coverage
- Secured content partnerships for SEO to drive organic growth

CX & Report Analyst Flipp

May '19 - Aug '19
Etobicoke, ON

- Troubleshooted user pain points and issues with quick turnaround
- Compiled weekly Voice of the Consumer reports to showcase user pain points and identify trends for PMs and other teams

Technical Writer Ericsson

Jan '17 - Aug '17
Mississauga, ON

- Established and led the team's first training program for all new hires both remotely and locally
- Collaborated with developers to create user documentation for new features or APIs

Projects

UX Capstone Semble

Apr '21 - Jun '21
BrainStation

Over the course of 10 weeks, I researched, designed and pitched Semble, a digital solution for beginner custom PC builders. UX techniques applied include design thinking, user interviews, user testing and prototyping.

Education

BrainStation Diploma in User Design Experience

Apr '21 - Jun '21

University of Waterloo Honours Bachelor of Arts & Business

Major in Rhetoric, Media & Professional Communication with a minor in Digital Arts Communication. Dean's Honour List, Recipient of the Global Experience Certificate.
Sep '15 - Jun '20

Skills

Figma
InVision
HTML
Salesforce

Adobe Creative Suites
(Photoshop, Illustrator,
InDesign, Premiere Pro,
Lightroom, XD)

CMS
Wordpress
Clip Studio Paint
Webflow