

Lim Zhiyang

Product designer

limzhiyang.me

zhiyang.designer@gmail.com

[sq.linkedin.com/in/limzhiyang](https://www.linkedin.com/in/limzhiyang)

Designer with 5+ years of experience in product design. Expertise includes interaction design, interface design, prototyping & design system. Co-create with large traditional organisations to build digital products and proof of concept (PoC), involved in different stages of design projects, from research to design, development and product launch.

Working experience

2019 - Present

Interaction designer

PebbleRoad

UX research

Plan and execute research activities to understand clients and customers.

Interaction and visual design

Covers the design process end-to-end, from information architecture, user flows, wireframing, visual designs and prototypes.

Building design systems

Create standards, style guides and specification documents for design systems.

2015 - 2019

Digital designer

Refruit

Visual and interface design

Conceptualise, and execute compelling visuals and graphics for advertising collateral. Translate business requirements into beautiful, intuitive and functional user interfaces.

Web development

Convert and develop design mockups to interactive web pages optimized for different browsers and devices.

Education

July 2017 - July 2018

Royal Melbourne Institute of Technology (RMIT)

Bachelor of Communication Design (Distinction)

June 2012 - May 2015

Singapore Polytechnic

Diploma in Interactive Media (Merit)

Competency

Interaction design
Product design
Prototyping
User research
Design thinking
Product strategy
Design system
Information architecture

Development

HTML, CSS, Javascript (JS),
Wordpress, Webflow

Tools

Figma, Sketch, Adobe
Illustrator, Adobe Photoshop,
Keynote