

Kevin Lim

Contact

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Portfolio

<https://www.kevinlimsprdesigns.com>

Linkedin

www.linkedin.com/in/kevinlsp

Education

SGunited Skills UI/UX Designer

NTUC Learning Hub

Sep 2020 – Jun 2021

Bachelor of Business Management

Royal Melbourne Institute of Technology

Jan 2017 – Nov 2018

Diploma in Game & Entertainment

Temasek Polytechnic

Apr 2011 - May 2014

Technical Skills

Software

Adobe Creative Suite, Microsoft Office,

Figma, Notion, Jira, Maze, Google Suite

Visual

Illustration, Branding, Sketching, Drawing,

Logos, Video & photo editing, Wireframing,

Prototyping, Mockups

Interaction

User Testing, User Research, Networking,

Usability Testing, Experience Design

Soft Skills

Visual Communication, Problem Solving,

Adaptability, Creativity, Teamwork,

Analytical, Mentoring

A creative and motivated UI/UX designer who bridges the gap between people and technology. With expertise in design and marketing, I craft visually appealing solutions and solve usability issues to enhance user experiences. My unique blend of skills ensures successful outcomes that align with both user needs and business goals for your organisation.

Work Experience

UI/UX Designer

BioMark Pte Ltd

Jun 2021 – Jan 2024

- Dedicated UI/UX designer for **4 healthcare platforms** within a connected ecosystem for sister companies across **8 countries** in Southeast Asia from conceptualisation to delivery of design solutions.
- Designed new features and enhancements for a doctor platform which resulted in an user base expansion from **2,000 to 8,000 within two years**.
- Implemented design systems for both mobile and desktop, **reducing design time by 50%**, from **2 weeks to 1 week**, and increasing overall efficiency and productivity.
- **Enhancement of user testing capabilities** by creating templates to capture user data and feedback on products for improvement reducing data compilation time from **1 day to 4 hours**.
- **Introduced product onboarding** for new employees & stakeholders, resulting in faster and effective understanding of the company and products from **2 weeks to 1 day**.
- Implemented a UX design system and file structure that **enhanced understanding of users** across different platforms, significantly **aiding in product development**.
- Designed team rituals, design operations, UX system and documentation systems to **leading to better collaboration** with design team, departments and cross functional stakeholders.
- Produced sketches, wireframes, mockups, prototypes for stakeholders to visualise user interactions and workflow design ideas for both web & mobile.

Co-Founder

Pure Digital Pte Ltd

Jun 2020 – Jun 2021

- Manage **product designs** and development teams for lead generation software.
- Led the **design of the site** and its implementation.

Junior Marketing Executive

Kc Watson Pte Ltd

May 2019 – Jun 2020

- Monitoring, Overseeing and coordinating of digital marketing campaigns for social media pages
- **Promoting of brands awareness** through all the relevant marketing collaterals, platform, and content creation.

Creative Designer

TAG Pte Ltd

Nov 2017 – May 2019

- Conceived and designed graphics for projects social media.
- Boosted ad longevity of social media of video ads from **1 week to 3 weeks**.

Freelance

Designer

Dec 2016 – Present

- Set up, content and IT services and provided marketing collaterals for clients businesses.
- Consultation and designed various client website UI/UX.