

Samantha Lim

UX DESIGNER

lim29sa@gmail.com
905-299-6663
linkedin.com/in/samantha-lim29
samanthalim.ca

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With a background in rhetoric, communication and business, I had the opportunity to work in various roles from technical writing to customer experience.

These experiences have helped me better understand the importance of good design and how a designer's role can greatly impact accessibility for their users. I believe my attention to detail, research expertise, and passion for design have prepared me to succeed in the field of UX Design.

SKILLS

Figma, InVision, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, Lightroom, XD), Trello, Salesforce, Wordpress, Clip Studio Paint, Java

EXPERIENCE

Marketing Analyst | Zoocasa

JAN 2019 - APR 2019, JUL 2021 - MAR 2021, TORONTO, ON

- Contributed to increasing conversions from the blog by over 600% year-over-year 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 traffic growth

Customer Experience & Report Analyst | Flipp

MAY 2019 - AUG 2019, 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 2017 - AUG 2017, 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

EDUCATION

BrainStation | Diploma Candidate, User Experience Design

APR 2021 - JUN 2021, WATERLOO, ON

University of Waterloo | Honours Bachelor of Arts & Business

SEP 2015 - JUN 2020, WATERLOO, ON

Co-op program. Major in Rhetoric, Media & Professional Communication with a minor in Digital Arts Communication. Dean's Honour List, Recipient of the Global Experience Certificate.

PROJECTS

KLEOS Microfinance Group | UI & UX Designer

APR 2021 - JUN 2021, BRAINSTATION

Over 4 days, redesigned the UX of the organization's website & presented it to the co-founder.

[UW Blueprint](#) | Content Director

JAN 2020 - JUN 2020, UNIVERSITY OF WATERLOO

Designed marketing assets using Figma and content to promote the brand's mission. Contributed to weekly project design critiques.