

James Lim

Product Designer | UI/UX Designer
New York, NY

773-454-7886

uxbyjames@gmail.com

linkedin.com/in/james-lim-

uxbyjames.com

SUMMARY

I'm a UX Designer with a background in web development and a passion for turning problems into meaningful user experiences through problem solving, research, and design. Being able to take ideas from concept to wireframe to prototype to production while keeping the user in mind throughout the process and communicating my design intent verbally and visually are some of my strengths. I embrace collaboration along with experimentation without fear of being wrong.

SKILLS

User Research | User Interviews | Information Architecture | User & Task Flows | Wireframing | UI Design | UX Design | Usability Testing | A/B Testing | Heuristic Evaluation | Card Sorting | Personas | Competitive Analysis | Prototyping | Journey Mapping | Site Mapping | HTML | CSS | JavaScript | Git | Agile Methodology

TOOLS

Sketch | Figma | InVision | Zeplin | Optimal Workshop | Miro | Lucid Chart | Marvel | Trello | Sublime Text | Terminal | Github

EXPERIENCE

JITTER APP | UI/UX DESIGNER (CONTRACT) NOV 2020 - PRESENT

- Conducted research and designed UI for a new iOS startup social media app.
- Gathered quantitative and qualitative data through 11 user interviews to find pain points in addition to obtaining insights and presented findings to stakeholder.
- Created and administered 10 usability tests on mid-fidelity and hi-fidelity Figma prototypes after initially sketching out original lo-fidelity wireframes on paper.

SEECURRENTS | UX DESIGNER (CONTRACT) AUG 2020 - SEPT 2020

- Conducted 9 usability tests on the current startup travel website along with the prototypes to gather perception on problem areas within the navigation of the site.
- Redesigned UI and UX in collaboration with a design team of 4 to help enhance site traffic.
- Created wireframes, prototypes, and a handoff document using Sketch, Figma, InVision, and Zeplin along with communicating with the stakeholder to ideate solutions for improving site traffic and user retention.

FREELANCE | WEB DEVELOPER AUG 2017 - FEB 2020

- Developed and deployed websites for small businesses utilizing skills such as HTML, CSS, JavaScript, Bootstrap, MYSQL, Ruby on Rails, and Responsive Design.
- Developed an interactive web-based music player using HTML, CSS, JavaScript, and SoundCloud API.

MISANTHROPE | FREELANCE ACCOUNT EXECUTIVE JUL 2015 - MAY 2016

- Acquired new specialty accounts to strengthen brand distribution while increasing sales for the clothing line.
- Attended seasonal market trade shows and client meetings to showcase new collections while following up with buyers to obtain orders and their feedback on current collection.

EDUCATION

GENERAL ASSEMBLY — Certificate of Completion, UX Design

NY CODE + DESIGN ACADEMY — Certificate of Completion, Web Development

COLUMBIA COLLEGE CHICAGO — Audio Arts, Music Recording