

CHIP DONG LIM

Digital Product Designer

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EDUCATION

University of Washington
Seattle, Washington
2011 - 2015

Bachelor of Design, Graduated in June 2015
Major: Interaction Design (IxD)
Annual Dean's List for eight consecutive quarters from 2013 - 2015

EXPERIENCE

Made By Chip

Kuala Lumpur, Malaysia
Founder & UI/UX Designer
Jun 2013 - Present

- Leading the conceptualization and execution of the design solutions independently with business owners across a range of projects, including brand identity, interface design, visual, illustration, and motion design.
- Developing a deep understanding of client business requirements. Responsible for customer journey creation, new business ideas and strategies, rapid prototyping, usability testing and effective communication of conceptual ideas, detailed design rationale and feedback. Working closely with development teams to ensure that the design specifications are implemented correctly.

CarinMED

Kuala Lumpur, Malaysia
Founder & Product Designer
Oct 2016 - Present

- Prospecting, qualifying and generating new sales leads from multiple sources, including cold email, telephone, social media and referral to develop new business prospects.
- Creating prototypes of varying fidelity—from rough product sketches, wireframes to high-fidelity mockups and clickable prototypes in order to effectively communicate and validate the ideas with potential clients during the MVP creation process, with the eventual goal of finding product market fit.
- Producing new features by working closely with the lead developer to convey the results from requirements gathering, and actively contributing to the ideation and concept development efforts.
- Building a relationship with customers based on trust by listening to their needs, communicating options for them, answering questions about product features, providing on-ground training and supporting customer requests (Bugs & Missing features), thus ensuring customer success.

KFIT

Kuala Lumpur, Malaysia
Lead Visual Designer
Aug 2015 - Oct 2016

- Supporting Fave & KFIT's vision and marketing initiatives through visual design and creative concepts across a range of projects and deliverables, including online marketing campaigns, social media advertising, landing pages, banners, email marketing, in-app messaging, infographics, offline marketing collaterals and partnerships.
- Reinforcing KFIT positioning by ensuring the brand consistency across all marketing channels. Establishing the new Fave's brand identity.
- Working closely with stakeholders and incorporating their feedback on creative briefs with cross-functional internal teams (Public Relations & Brand Manager, Copywriter, CRM, Partner Management and Product/Tech) in order to support customer acquisition, engagement, retention and optimize repurchase rate, thus increasing the customer lifetime value (LTV).

IBM Design

Austin, Texas
Software Design Intern
Jun 2015 - Aug 2016

- Collaborating closely with interns and full-time employees to develop design concepts for IBM Bluemix and Mobile Innovation Lab, which focus on cloud and social strategies. Responsible for user research (ethnography), rapid prototyping, user experience and interface design.

AWARDS & RECOGNITION

UX Awards 2015

Best Student UX Awards Winner

AIIGA (Re)Design Awards 2015

First Place for Student Concept

PROFESSIONAL SKILLS

UI Prototyping
Responsive Design
Usability Testing
Brand Identity Development
Requirements Definition
Project Management
HTML & CSS
Email Marketing

HACKATHONS

2015

Bothell StartUp Weekend HEALTH
PennApps Winter

2014

LAHacks
Code For The Kingdom
HackAtBrown
CodeAcrossSeattle
Wikipedia Hackathon

2013

Paypal Battlehack Finals
AngelHack Paypal
Battlehack Seattle

2012

Startup Weekend Seattle
StudentRND CodeDay MEGA

ACTIVITIES

Hacking Health KL
Kairos ASEAN
Lavin Entrepreneurship
Pixel Husky
DubHacks
IxDA UW