

Chip Dong Lim

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EXPERIENCE

Grab

Lead Product Designer

Oct 2020 – Present

- **Pioneered AI-powered voice reporting** to categorize driver feedback and enable hands-free incident reporting, serving **1M+ drivers across 6 countries**.
- **Generated millions in projected revenue growth** by leading B2B enterprise mapping solutions and launching the "Explore Data Coverage" portal—converting pipeline into significant sales-qualified enterprise deals.
- **Increased average driver earnings by 21%** per online hour for 80,000+ drivers across 14 cities by architecting the AI-powered Ride Guide, using predictive demand mapping and intelligent route optimization.
- **Lifted trip acceptance rates by 7%** for rides over 3km by redesigning the Driver Price Structure with a fair compensation framework. Won **CEO Bold Award**.
- **Grew navigation adoption** across millions of Grab Superapp users by designing a consumer navigation system with retention-driving engagement loops.

Intuit

Senior Product Designer

Oct 2018 – Oct 2020

- **Doubled trial-to-paid conversion** by designing personalized onboarding flows that mapped user profiles to target business outcomes.
- **Accelerated merchant payment processing 3×** by leading B2B payment strategy during a company-wide pivot, improving operational efficiency and merchant satisfaction.

CarinMED

Co-Founder

Nov 2016 – Oct 2018

- **Launched mobile-first medical SaaS** serving mobile clinics, home care, and aged care facilities across Malaysia—achieving product-market fit through rapid MVP iteration with healthcare providers.

Fave Group

Lead Visual Designer

Aug 2015 – Oct 2016

- **Increased acquisition, engagement and CLV** by leading a full company rebrand that unified identity across all channels through strategic visual design improvements.

IBM Austin

Software Designer · Intern

Jun – Aug 2014

- **Selected from 2,000+ applicants** for IBM's Maelstrom design program—built interactive prototypes and conducted research to differentiate IBM Bluemix cloud products.

EDUCATION

University of Washington

BDes, Interaction Design

Seattle · 2011–2015

Dean's List—8 consecutive quarters

SKILLS

Design & Prototyping

Figma · Adobe Creative Suite · HTML / CSS / JS · v0 by Vercel

AI Workflow

Cursor IDE · Claude · GPT-4 · Prompt engineering · Spec-to-code · AI-assisted UI debugging

Research

User interviews · Usability testing · Journey mapping · Competitive analysis

RECOGNITION

Grab CEO Bold Award

Outstanding product impact

Grab Way Award H2 2023

Heart, Hunger, Honour & Humility

MIT COVID-19 Challenge

1st Place

Hack4Rare Disease

2nd Place

AIGA (Re)Design Awards

Best Conceptual Student

UX Awards

Best Student Submission

SPEAKING & MENTORING

True North Podcast

Featured Guest

Hyperspark Accelerator

Temasek & StartupX

Selangor Smart City Hackathon

MaGIC Malaysia