

# Jennifer Lim

UX Designer | UX Researcher

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## WORK EXPERIENCE

### Allen Neighborhood Center

Nov 2024 – Present

Developed accessible content across digital and print platforms for a non-profit organization serving the local community.

#### Communications Coordinator – UI/UX Designer

Lansing, MI

- Spearheaded the redesign of a decade-old website by applying UI/UX principles and CMS integration via Wix to elevate visual hierarchy and responsiveness – boosting daily engagement to over 100 users.
- Designed and copywrote intentional, creative social media posts and printed materials using Illustrator, Photoshop, and Canva.
- Collaborated with project managers on developing marketing materials, strengthening brand presence and event engagement.

### 99p Labs (Honda-Ohio State Partnership)

May 2023 – Aug 2024

Explored research problems for the Honda Research Institute to build a more sustainable future.

#### UX Researcher

Columbus, OH

- Designed and led mixed method research with 100 survey participants, 30 interviewees, and 60 co-design workshops attendees to generate user-driven insights.
- Synthesized complex data and literature reviews into actionable insights to shape product decisions.
- Communicated research findings by utilizing strategic storytelling to produce 35 minutes of video, shared globally within Honda.

### NTUC Link

May 2018 – Aug 2018

Designed the user interface of Singapore's most successful rewards program with over 2 million members.

#### UI/UX Designer

Singapore

- Creatively leveraged dynamic animations using After Effects to elevate the user interface of a mobile app.
- Developed wireframes and prototypes in Sketch to deliver an engaging and intuitive experience.
- Conducted usability testing using A/B testing and eye-tracking to uncover user pain points to inform design improvements.

### Ohio State University

Aug 2021 – May 2024

#### Lead Graduate Teaching Associate | Aug 2022 – May 2024

Columbus, OH

- Led a team of 10 TAs through weekly check-ins and training, fostering confidence and improving teaching performance of TAs.
- Mentored and provided guidance on instructional strategies, grading, workload management, and classroom support.

#### Graduate Teaching Associate | Aug 2021 – Aug 2024

- Instructed 6 freshman classes (20 students each) on foundational design principles and Adobe Creative Suite through an interactive, hands-on approach.
- Fostered strong student rapport and support through regular 1:1 office hours.

### National University of Singapore

Jul 2020 – Jul 2021

#### Brand Designer | Jan 2021 – July 2021

Singapore

- Crafted a dynamic brand identity for a university-wide design thinking module serving over 30,000 non-design students.
- Developed a comprehensive brand guide to maintain visual consistency and support clear communication across instructors.
- Translated abstract design concepts into clear, accessible, and approachable visuals across digital and print media.

#### Instructor | July 2020 – July 2021

- Taught 7 courses in graphic design, UX design, and research projects across all undergraduate levels, fostering user-centered thinking and collaborative problem-solving.
- Delivered clear, tool-specific tutorials for Adobe software, enabling students to confidently apply design tools in their projects.

## EDUCATION

### Ohio State University

Aug 2024

Master of Fine Arts in Design Research and Development

### National University of Singapore

May 2020

Bachelor of Arts in Industrial Design

## SKILLS & LANGUAGES

**Skills:** Accessibility standards; Design thinking; Human-centered design; Prototyping; Wireframing; User research; Data analysis and visualization; Interviews; Surveys; Co-design; Journey mapping; Persona; Usability testing

**Technologies:** Adobe Creative Suite (Illustrator, Photoshop, InDesign, XD, After Effects); Figma; Miro; Wordpress; Wix; HTML/CSS

**Languages:** English (Native), Mandarin Chinese (Native)