

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)