

AngieLim

UX Designer

angielwc.com
angielwc08@gmail.com
linkedin.com/in/angie-lwc
(65) 85908107

Passionate about turning ideas into memorable and meaningful user experiences

Experienced Art Director with 10 years of creating campaigns for global brands and leading teams across Southeast Asia. Skilled in collaboration, client interfacing, and managing creative teams. Transitioning into a UX Designer role to combine expertise in art direction with a passion for user-centric, client-focused corporate experiences and seamless end-to-end digital designs.

UX Projects

Connectify.AI (Oncobase) Desktop • General Assembly

August 2024

- Collaborated with a team of five to design an AI-powered oncology platform to improve clinical workflows.
- Conducted user research and usability testing, creating wireframes and prototypes.
- Implemented streamlined navigation, enhanced search features, and edit functionality based on user feedback.

Mobile@HDB App • General Assembly

June 2024

- Collaborated with a team of four designers to redefine app objectives and user needs.
- Enhanced navigation, accessibility, and personalization features.
- Led user research and usability testing to ensure a user-centric approach.
- Contributed to wireframing and prototyping to create seamless user experiences.

Choice Furniture Desktop • General Assembly

May 2024

- Executed a comprehensive redesign of a furniture shop's e-commerce website.
- Enhanced user experience through user-centric design solutions.
- Optimised information architecture for better navigation and accessibility.
- Created a more intuitive and visually appealing user interface.

Work Experience

DK Studio Pte. Ltd • S. Art Director

2020 - Present

- Led a team to create innovative event and media campaigns, collaborating on ideas
- Applied technical skills in integration, design, and execution while staying updated on media trends.
- Managed designers' output for high-profile clients like Montblanc, Porsche, and OCBC.
- Analysed data to develop solutions for complex marketing challenges.

Pico Pixel Pte. Ltd • Art Director

2017 - 2020

- Led campaigns, managed accounts, and collaborated with clients.
- Skilled in digital advertising, branding, UI design, and video content.
- Managed projects for clients like Home Team, Danone, and Marina Bay Carnival.
- Specialised in mockups, design structuring, and end-to-end project coordination.

Skills

Design & Prototyping
Persona
Storyboarding
Wireframing
User Research
Usability Testing

Tools

Figma
Sketch
Invision
Adobe Cc Illustration
Adobe Cc Photoshop
Adobe Cc Indesign
Adobe Cc After Effects
Adobe Cc Premier Pro Cut
Google Suite (Docs, Slide, Sheets)

UX Methodologies

Agile collaboration
Lean design processes
End-to-end design solutions

Education

General Assembly

Certificate in User Experience Design
Immersive Course (2024)

Squared Online by Google

Certificate in Digital Marketing (2022)

British Council

Certificate in Professional
Business Writing (2022)

Malaysia Institute of Art (MIA)

Diploma in Graphic Design (2003)

Campaign Highlights

Evian HK anti-PI campaign

Overall Campaign Metrics

- Achieved over 500,000 impressions and 60,000 engagements, resulting in a campaign value of over €66 million.
- Delivered a 406 x ROI for the campaign.

Sales Achievement

- Exceeded sales targets by winning over 1.9 million liters in 2018.

Digital Ad Panels

- Reached 33 million potential viewers through 56 digital ad panels at 10 MTR stations in 4 weeks.