Lim Yen Ling

UX Designer | User Research & Design System Specialist.

3+ years of experience designing SaaS & B2B & B2C products. As an enthusiastic team player with strong communication skills, I thrive in fast-paced environments. I also led the design system implementation to ensure brand consistency & accessibility.

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EXPERIENCES

Tacklit Malaysia | UX Designer   Sep 2021 - Present

As the end to end designer in Tacklit, I spearhead and work closely with the founder and development team for the entire design process from inception to delivery.

KEY ACHIEVEMENTS

- Spearhead the development of Tacklit's Design System, ensuring UI consistency and reducing design-to-dev handoff time by 40%.
- Conducted 30+ usability tests, identifying key friction points and improving the user journey, leading to a 30% increase in conversion rate.
- Collaborate with developers to implement UX solutions, reducing user complaints and increasing platform adoption.

PROJECT

Tacklit Care Operating System

- Create a design system to ensure the consistency, efficiency, accessibility and brand integrity across Tacklit products.
- Gather requirements by understanding our clients needs & goals; brainstorm the solution with the founder and product manager by drawing out the collective expertise and creativity.
- Communicate efficiently with the development team to build different features via creating wireframes, UI design & prototypes using Figma with the development team.

Tacklit Engagement Site

- Create a white label template to allow our customers to engage with their clients.
- Conduct user testing with 30 participants to recognize usability issues. Gather observation, insights and feedback into user journey and interaction.
- Analyze 30 results and do card sorting to identify the issues and look for the common pain points or areas of opportunities for improvement.
- Prioritize changes and improvement to the Engagement site with Product Manager.
- Redesigned a better solution to deliver a well flowing experience and increase conversion rate by 30%.

Softinn Solutions Sdn Bhd | UI/UX Graphic Designer (Intern)   Mar 2021 - Aug 2021

As an intern UI/UX web designer, I worked under the guidance of our development team leader to help to enhance the UI/UX on Softinn products including Booking Engine(BE), Property Management System(PMS) etc., and create new products for Booking Engine.

KEY ACHIEVEMENTS

- Designed & developed a prototype for a new Booking Engine feature, allowing hotels to create bundled promotions.
- Improve UI consistency across multiple products, reducing user confusion and improving onboarding experience.

PROJECT

Booking Engine

- Involved in the front end development process, bringing my own designs to life through HTML/CSS and Bootstrap.
- Create new features which are to allow our customer to show a bundle in their Booking Engine and allow their client to book the package by the bundle they create.
- Actively engage with cross-functional teams to exchange ideas, knowledge-sharing, refine concepts and drive collective innovation.

SKILLS

DESIGN

User Research, User Interview, User Testing, User Journey, Card Sorting, Competitive Analysis, Wireframing, UI Design Lo/Hi-Fi Prototyping

TOOLS

Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, Notion, Jira, Trello

LANGUAGE

English, Mandarin, Malay

SOFT SKILLS

Empathy, Collaboration, Problem solving, Attention to details, Open Mindedness, Time management.

EDUCATION

Bachelor of Computer Science

Major in Graphic and Multimedia
University Malaysia Pahang
2017 - 2021

Malaysia Higher School Certificate (STPM)

Economics, Account, Math (M)
SSN SMK Seri Kota, Melaka.
2015 - 2016

ONLINE SELF ENHANCEMENT

Microcopy & UX Writing: The Complete Course

Kinneret Yifrah, Merav Levkowitz - Instructor in Udemy
Jul 2023

Ultimate Figma & UI Masterclass

Michael Wong - Instructor
Sept 2021

Multimedia Course

Marketing Ads, UI Design
Da Peng Edu Institute, China.
2020 - 2022