



# Yee Kwan Lim

## ux designer

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### experience

#### Digital Marketing Executive, UI UX Designer

*OpenSys Sdn Bhd, Kuala Lumpur, Malaysia.* 11/20 - 03/22

- Sole UI UX designer and graphic designer supporting three brands.
- Created the website, mobile app and interface for X-KIOSK, a new lifestyle payment kiosk that is available at 19 locations in Malaysia.
- Researched, designed and tested prototypes at various fidelity, prioritizing accessibility for the underserved communities.
- Worked with developers on the kiosk interface to improve user satisfaction based on post-launch interviews.
- Created and maintained creative visuals for social media and Facebook ads, and managed content schedule and ad analytics.

#### Graphic Designer

*Design IQ (formerly Gannett/GIADC), Des Moines, IA.* 02/18 - 08/19

- Worked with national and international brands like Spencer's, Ashley Furniture and Chevrolet to create print and digital ads for different news publications.
- Used Adobe suite to create print and digital ads on timeframes under an hour.

#### Graphic Designer

*Drake Magazine, Drake University, Des Moines, IA.* 08/18 - 08/19

- Collaborated with with photographers, producers and editors to source, curate and design new stories for Drake Magazine 2018.

#### Design Apprentice

*Meredith Corporation, Des Moines, IA.* 08/18 - 08/19

- Redesigned the concept, style and layouts for Spring 2018 Best of Flea Market Style bookazine, which established the new design standards for this brand.
- Assisted in directing and designing sets for multiple commercial photoshoots for Do It Yourself magazine.

#### UI Designer

*Drake University, Des Moines, IA.* 08/17 - 12/17

- Collaborated with a team of with Computer Science and Journalism students to create two functional mobile applications.
- User testing showed 97% positive feedback from user testing for mobile app "Market", created for Des Moines Farmers' Market.
- Pitched the idea and presented the completed mobile app to industry professionals and our team was awarded the "Best App" and "Best Pitch" on our final presentation.

Passionate for clean and accessible designs, inspired by people, culture, experiences and backed by data.

### skills

User Interviews  
Contextual Inquiry  
Affinity Mapping  
Journey Mapping  
Usability Research  
Wireframing  
Prototyping  
Graphic Design  
Branding

### tools

Adobe Create Suite  
Balsamiq  
Miro, Mural  
Figma  
Axure  
Invision  
Dreamweaver  
HTML + CSS  
Python

### education

#### MS Human-Centered Interaction Design (HCID)

*Harrisburg University, Philadelphia, PA.*  
Graduation: December 2024

#### BFA Graphic Design // BA Painting

*Drake University, Des Moines, IA.*  
Honors: Magna Cum Laude  
Graduation: May 2018

#### Florence Study Abroad Program

*Studio Arts College International (SACI), Florence, Italy.*  
Courses: Introduction in Conservation  
Fresco Painting  
Completion: Summer 2016

### leadership // awards

- Facility Manager, Underground Fitness, Drake University (2018-19)
- President, Malaysian Students' Association, Drake University (2016-17)
- Program Coordinator, Malaysian Students' Association, Drake University (2015-16)
- 44th Annual Juried Art Exhibition Show, March 8th - April 2nd, 2015, three works were selected for exhibition