

BRIAN LIM | Product Designer

Designing with efficiency and the intent of advancement and problem solving.

SKILLS:

Design: Wireframes | Rapid Prototypes | Information Architecture | Interaction Design | Mobile

Research: User Research | User Interview | Usability Testing

Tools: Figma | Adobe Creative Suite | Mural | Miro

WORK EXPERIENCE:

Atlassian – UX Designer

5/2021 - Present

- Originally hired on to work a 3-month contract, worked on 4 projects since.
- Currently working with the Platform Adoption team to design a technical resource for developers and PMs, helping teams and newly acquired products in adopting the technical capabilities of Atlassian's products.
- Release notes: sole designer working on a new hub for customers/users migrating their Atlassian products and resources from server to cloud.
 - Collaborating with solutions architect, developers, content designers, and PM on a weekly cadence.
- 3-year GTM strategy: working on user journeys with Senior Content Designers through content and domain modeling, envisioning Atlassian's future web architecture.

Proveo Automation – UX/UI Designer

6/2020 – 6/2021

- The sole UX/UI researcher and designer leading the product journey from research inception to design conception.
- Collaborating on the creation of an enterprise web application for a Federal client and financial real estate institution (mobile design).
- Designing a business process management feature for both clients.
- Conducting Contextual Inquiry and Usability Tests.
- Partnering with PMs, developers, and data analysts to oversee the development of the product through feedback and strategic decisions.

Fundify – UX/UI Designer

4/2020 - 6/2020

- Project Lead for designing Fundify's website, user experience, and brand story for the official launch in 2020. Recruiting, interviewing, and testing users and stakeholders.
- Organizing research to shape the design of site map, user flows, and visual design for 3 separate users and the end-to-end crowdfunding (investing and raising capital) process.
- Collaborating cross-functionally with development/engineers, marketing, COO, and CEO to deliver within weekly sprints and SOW deliverables.

EDUCATION:

- General Assembly – User Experience Design Immersive