

# REEGINE LIM

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## EDUCATION

- Master of Science in Digital Media  
Concentration - Interactive Media (UXUI) Northeastern University, Boston  
Jul 2022
- Bachelor in Mass Communication Taylor University, Kuala Lumpur  
Dec 2017
- Double Major - Public Relation & Event Management

## PROFESSIONAL EXPERIENCE

### SLAC NATIONAL ACCELERATOR LAB – UIUX DESIGNER PRESENT

- Research, design, and prototype a seamless experience for home owners to plan and manage their saving goals for utility.
- Leads of participant app, admin portal, operator portal and controller portal.
- Incorporates Bartle's Player Types principles to gamify the system.
- Executes user research with third party to proactively study the targeted user behavior.
  - Identifies number of responses target to achieve two  $\Sigma$  effect (95% confidence)
- Defines and validates workflows with engineers, PMs and utility companies.

### ROKID INC (AUGMENTED REALITY) – WEB DESIGN INTERN JAN - JUL 2022

- Re-designed the front-end inquiry flow to systemized the back-end lead filtering process.
  - Successfully increased the MQL by 50%.
- Set up Google Analytics to track lead conversion rate in order to identify the design roadmap.
- Created heat maps to study how users navigate the website in order to find out the design priorities.
- Managed and troubleshoot the website (WordPress) on daily basis.
- Designed marketing materials for social media posting and global events such as AWS and CES.

## PROJECT

### GREEN OUR PLANET (HYDROPONIC FARMING) – UX DESIGNER APR - JUL 2022

- Researched, designed, and prototyped a mobile app around corporate giving, using hydroponics growers with the goal to create tribal effect with community participation.
- Responsible for designing user personas and journey maps. Actively involved in prototyping.
- Conducted interviews with stakeholders and hydroponic growers to determine the design structure.
- Created HEART framework to measure product success rate.
- Successfully delivered the final design to the engineering team for implementation and development.

## RESEARCH PAPER

### ENHANCING TRANSACTIVE ENERGY SYSTEM PARTICIPANT ENGAGEMENT THROUGH GAMIFICATION IN-PROGRESS

- This paper discuss how the Transactive Energy Services System developed by US Department of Energy is designed and how its feature cater to and motivate engagement by diverse participants based on their interests and behaviors.

## UX SKILL & LANGUAGE

- Persona, Usability Testing, Storyboarding, Rapid Prototyping, A/B Testing, Design Research
- Google Analytics, HTML/CSS, JavaScript, Adobe Suites, Figma, Miro, WordPress, GitHub, Jira
- English (Fluent), Mandarin (Native), Malay (Fluent)