

Reegine Lim

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Education

Northeastern University, MS in Digital Media Jul 2022

- Major: Interactive Media

Taylor's University, BA in Mass Communication Dec 2017

- Major: Public Relation and Event Management

Experience

UX Designer, SLAC National Accelerator Lab – Stanford, CA Feb 2023 – Present
Transactive Energy Service System (TESS)

- Designed a dashboard for users to manage utility expenses with devices: thermostat, EV charger, battery, etc
- Designed setting features specialized in saving preferences that also reflects the real-time energy market
- Created dashboards for operators to manage deployments, actions, assignments, testings, and data validations
- Led user research to identify archetypes and map out actionable gamification strategies for product design
- Analyzed over 1500 survey responses to perform data analysis to validate proposed archetypes
- Conducted usability testing to understand how users interact with setting features that reflect the energy market
- Delivered prototype to Hitachi for UI iteration, with the Beta version set to launch in Fall 2024 in Maine
- Supervised an intern in developing a custom survey application via Marimo.io to enhance self-reporting accuracy
- Collaborated multidisciplinary with PM, economist, data scientist, and engineer to develop initial prototypes
- Submitted paper to a peer-reviewed conference and helped with decision-making within the organization

PV Validation Hub | PV-Insight

- Designed analytic tools for photovoltaic experts to submit algorithms and review error
- Collaborated with software teams and scientists to identify MVPs and user flows using card-sorting exercises

UX Designer, Green Our Planet – Remote Apr 2022 – Jul 2022

- Designed a mobile app for hydroponic growers aimed at building a community through active participation
- Conducted contextual inquiry to observe situations like monitoring rate, harvest rate, nutrient-supply rate, etc
- Interviewed 5 hydroponic growers and used affinity mapping to pinpoint their pain points
- Analyzed fundamental issues on the current website through site schematic and site audit

Web Design Intern, Rokid Inc – Redwood City, CA Jan 2022 – Jul 2022

- Designed the frontend inquiry process, systemizing lead filtering and boosting MQL by 50%

Publications

Lim, Reegine., Baltaduonis, Rimvydas., Malik, Mayank., and Chassin, David. P. (2024). Gamification Archetypes Validation for Energy Applications. 58th Hawaii International Conference on System Sciences. Accepted

Certifications

Programming: Programming for Everybody: Coursera, Crash Course on Python: Google

Institutional Review Board: IRB Nonmedical Research: Group 2, IRB Nonmedical for IRB Members: Group 4, IRB Social and Behavioral Responsible Conduct of Research, IRB Administration

Skills

Expertise: Usability Testing, Prototyping, Wireframing, Survey Planning, User Research, A/B Testing, Interview

Software: Figma, Baldamiq, Adobe Suites, HTML/CSS, JavaScript, GitHub, Python, Marimo.io, WordPress

Language: English, Chinese Mandarin, Chinese Cantonese, Malay