

# REEGINE LIM

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## EDUCATION

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

## WORK EXPERIENCE

### **Rokid Inc** (Augmented Reality Company) — *UX Researcher/ Web Design Intern* Jan — July 2022

- Designed a brand-new lead generation system by conducting detailed competitors' analysis focusing on the Augmented Reality industry, wireframes, and prototypes.
- Conducted and analyzed user research based on the Q1 and Q2 business goals, cross-functionally with the key stakeholders to define company positioning strategy.
- Performed qualitative research methods such as focus groups, 1:1 interviews, and on-site observations to study the stakeholders' expectations of the existing lead generation system.
- Conducted quantitative research methods such as surveys to study the users' behaviors.
- Provided insights to the sales and marketing team based on data analysis.
- Designed a brand new user interface for the website with the goal of reconstructing the information architecture, based on the research outcomes.
- Implemented Google Analytics to the current site, monitored and analyzed the business growth on daily basis, including the lead conversion rate, traffic channels, retention rate, etc.
- Daily tasks such as inspecting and troubleshooting the current website via WordPress.

### **Alnovation Labs** (Artificial Intelligence Company) — *Marketing Researcher* Feb — May 2021

- Conducted market research to study current trends, business strategies, and design solutions.
- Generated 600 organic inbound leads in *3 months* with a *2%* conversion rate.

## PROJECT

### **KaChow** (Kid-focused Ride Sharing App) — *UX Researcher* Aug — Sep 2022

- Researched and designed a ride-sharing service connecting kids with drivers who have childcare experience, so kids will have reliable access to safer rides.

### **AR on EVs** (Augmented Reality Feature on EVs) — *UX Researcher & Designer* Aug — Aug 2022

- Researched and designed an augmented reality product feature dedicated to electrical vehicle owners, adhering to industry 4.0 principles by simplifying the after-sales technical services.

### **Green Our Planet** (Hydroponic Farming App) — *Product Designer* Apr — Jul 2022

- Researched and designed a mobile app around corporate giving, using hydroponics growers with the goal to create a tribal effect with community participation.

### **TrademarkVana** (White Label SaaS Platform) — *UX Researcher & Designer* Jan — Apr 2021

- Researched and designed a white-label SaaS platform that connects IP attorneys and entrepreneurs who are looking to obtain an IP trademark for their businesses.

## SKILL & EXPERTISE

- **Skills:** User Interview, Interview Recruiting, Usability Testing, Prototyping, Survey Design, Research Planning, Storytelling, A/B Testing, Competitor Analysis, Card Sorting
- **Design Tools:** Maze, Adobe Suites, Adobe Dimension, Adobe Aero, Figma, Miro, WordPress, Google Analytics, JavaScript, HTML/CSS, Usertesting.com, FIGJAM