

# 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  
Double Major — Public Relations & Event Management Dec 2017

## WORK EXPERIENCE

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

- Led research projects for the internal B2B lead generation system and web design, from strategic research to solutions design.
- Facilitated multi-disciplinary brainstorming sessions and design thinking with stakeholders.
- Planned and executed research metrics such as interviews, focus groups, on-site observations, competitor analysis, and survey questionnaires, Google Analytics to create a deep understanding of the current internal lead generation system and the user's pain points.
- Designed the front-end inquiry flow to systemize the back-end lead filtering process.
- Designed a brand new user interface for the website with the goal of reconstructing the information architecture, based on the research outcomes.
- Work cross-functionally with marketing managers, sales directors, and engineers to perform usability testing.

### **Green Our Planet** (Hydroponic Farming Non-Profit) — *UX 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.
- Responsible for designing user personas, and journey maps and actively involved in wire-framing and prototyping.
- Conducted user interviews, usability testing with stakeholders and created the HEART framework to measure the product success rate.
- Successfully wrapped up the final design and delivered it to the engineering team to develop the product.

### **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 Designer* 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.
- Planned and designed research metrics such as user interviews, survey questionnaires, and secondary research.
- Actively involved in product wire-framing and prototyping.

## SKILL & EXPERTISE

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