

Esther Lim

Product Designer

EXPERIENCE

Red Ventures | Product Designer | CNET
June 2021 to present

- Created a proof of concept for the beginnings of a design system and set processes on end to end component design.
- Drove conversations with product and engineering that allowed the team to outline a well defined design roadmap.
- Quickly stepped into a role of leadership within the design team by taking larger responsibilities that were critical in the team's success.

Indeed | Product Designer | Design System
July 2018 to December 2019

Indeed is the world's #1 job site with 250 million unique visitors and 100+ product teams.

- Applied Design Thinking practices to projects resulting in superior, user centric solutions and buy in from stakeholders.
- Combined the research of industry standards and internal usage patterns to create components that increased velocity by 300% and reduced the iteration process from 12 weeks to 4.
- Worked through multiple feedback cycles with other designers and engineers to finalize specifications and interactions to launch 2 components.
- Created official documentation on usage guidelines, best practices, and component variations of 7 components which served as the source of truth for UX organization.
- Launched and led on-site training workshops across three offices to educate product designers on varying levels of Indeed's design system that had an approval rate of 92%.
- Audited color contrast, font sizes, and several other accessibility factors within the component library that lead to improvements necessary to be WCAG 2.1 compliant.

Hawke Media | UX Designer
May 2017 to March 2018

Hawke Media is a digital marketing agency that provides strategy, media, web, and branding services.

- Identified core problems through empathizing user and business needs. Ideated and created solutions through rounds of rapid iterations with sitemaps, wireframes, prototypes to launch final websites. Achieved validation of success with various methods of testing.
 - [OceanBox](#) | [PointCentral](#) | [Flaca Jewelry](#) | [Treat Repeat](#)
- Developed brand identities through logo designs, naming, and style guides for new companies or rebrands.

CONTACT

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[LinkedIn](#)

SKILLS

Design System, UX/UI Design, Wireframing, Prototyping, Research, Case Studies, Brand Identity

TOOLS

Sketch, Figma, Abstract, Invision, Photoshop, Illustrator, WordPress, Shopify

LANGUAGES

English, Korean

HTML, CSS

EDUCATION

Bloc
Designer Track

Bloc is a rigorous mentorship program that teaches the fundamentals of UX and UI Design

UCI
English