

Lim Dai Yu(Dylan)

User Experience Designer

+65 8611 6505



mrlimdaiyu@gmail.com



linkedin.com/in/dylanldy



dylanldy.com



EDUCATION

User Experience Design Immersive
General Assembly, Singapore
Jun 2020 - Sep 2020

**Diploma in Interactive and
Digital Media**
Republic Polytechnic
Apr 2007 – Apr 2010

CERTIFICATES

**Design Tradeoffs and
UX Decision Framework**
Nelson Norman Group
Jan 2022

Certified Scrum Master
Scrum Alliance
Feb 2021 – Feb 2023

SKILLS

Axure, Figma, Microsoft Office,
Adobe Photoshop, Illustrator,
InDesign, AfterEffects, XD, HTML

PROJECTS

**Design a mobile application for
outreach and active engagement**
CAIRNHILL NEIGHBOURHOOD COMMITTEE
<https://bit.ly/3pMiuUI>

Redesigning the private tuition experience
ACETUTORS
<https://bit.ly/3sr2Lw3>

Redesigning a Ecommerce webpage
THOMSON HOMEGOODS
<https://bit.ly/2ZGX2Wq>

PROFESSIONAL PROFILE

UX designer with 1 year experience passionate about creating better user experience through problem-solving, implementing data-driven and user-oriented UX solutions and user journeys.

EXPERIENCE

UX DESIGNER

ST Engineering Mission Software & Services Pte. Ltd
June 2021 – Present

- Lead the team to create design system for in-house projects
- Adopted UX processes and methodology to improve in-house project
- Improved both web and mobile application usability by 80%
- Worked with cross-functional teams to deliver the product
- Research and implimented Telegram bot for department to ease onboarding process and communication
- Take on additional responsibilities to be Product Manager by doing proposal, prototyping and tender for projects.

WEALTH MANAGER

Aviva Financial Advisers
August 2016 – July 2019

- Acquired prospective clients to obtain data about their financial resources and needs, the physical condition of the person to be insured, and to discuss any existing coverage
- Educate features, advantages and disadvantages of various policies to promote sale of insurance plans
- Monitored policy requirements to ensure they are fulfilled, including any necessary medical examinations and the completion of appropriate forms
- Represented company in meetings, seminars and programs to learn about new products and services
- Acquired new clients by networking, cold calling to get 10 appointments per week

GRAPHIC DESIGNER

Shotech Press
November 2012 – March 2014

- Worked with clients, briefing and advising them with regard to design style, format, print production and timescales
- Managed client proposals from typesetting through design, print and production
- Developed concepts, graphics and layouts for product illustrations, company logos and websites