

Lim Zhan Li

PRODUCT DESIGNER @ OKX

Details

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NATIONALITY

Singaporean

DATE / PLACE OF BIRTH

07-09-1998
Singapore

Links

Linkedin

Portfolio

Areas of Expertise

UI/UX: Conceptualisation & Storyboarding, Design System, Lo-fi & Hi-fi wireframes, Responsive web design, Interaction Design, Usability Testing, WCAG Compliance

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Design Software: Photoshop, illustrator, InDesign, Figma, Sketch , Adobe XD

UI Library: Ant design, Bootstrap, Tailwind, Material UI

Programming: HTML, CSS, Javascript, vue.js, Python, PHP, SQL, Airtable, Pandas, Tableau, Github

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Agile: Scrum, Jira

Professional Summary

Product Designer at OKX with experience designing Web3 wallet and earn products that simplify complex user journeys and drive measurable business impact. Strong collaborator with cross-functional teams, focused on intuitive product experiences, conversion optimization, and solving user problems through thoughtful, data-informed design.

Professional Experience

Product Designer , OKX, Singapore

JUN 2024 — PRESENT

- Led the end-to-end redesign of the DeFi Earn "Earn on Your Tokens" flow, simplifying the investment journey and driving a 109% increase in conversion rates, contributing to over $1B in TVL.
- Revamped the OKX DeFi banner experience, increasing click-through rates by 50% and supporting campaigns that generated over $100M in locked investments.
- Led the design for the X Layer Hackathon, helping attract over 1,000 participants and driving ecosystem engagement.
- Additional notable projects include OKX Pay 2.0, Developer Documentation, and OKX AI.

UX Designer Intern, Trinax Pte Ltd, Singapore

AUG 2023 — DEC 2023

- Independently established a design system to ensure consistency in visual elements across all 14 digital installations within NS Hub premises
- Played a significant role in designing interfaces for all 14 installations across diverse interfaces situated in 5 distinct building zones.
- Orchestrated a workshop, guiding participants through the functionalities of Figma.

UX Designer Intern, International Business Machines (IBM), Singapore

JAN 2023 — JUL 2023

- Developed a range of reusable components and illustrations for the NS Hub design system and illustration library.
- Using mobile-first approach, designed responsive user interfaces across various digital touch-points.
- Surpassing the initial requirements for design story points delivered during every sprint.
- Facilitated sprint demos with clients, development teams, and business analysts.
- Conduct, compile, and present usability testing findings, both quantitative and qualitative, regarding end-users.

UX Designer Intern, Antbuildz.com, Singapore

APR 2022 — AUG 2022

- Independently established a design system to ensure consistent visual language that aligns with the brand.
- Successfully designed and prototyped eight responsive webpages using mobile-first approach.
- Achieved a publication rate of 70% to 80% for my designs.
- Collaborated with product development teams to refine design options and design implementation.

Languages

English

Chinese

Education

Bachelors (Cum Laude), Singapore Management University, Singapore

AUG 2020 — APR 2024

Bachelor of Science | Information Systems, Major in Business Analytics

- Project Heartware Support Our Pioneers (HWSOP), Volunteer (2021/2022)
- Metropolitan YMCA Singapore, M.Y Mentoring, Mentor (2022)
- Elshaddal Refugee Learning Centre, Project Triveria, Tutor (2022/2023)

Diploma with Merit, Singapore Polytechnic , Singapore

APR 2015 — APR 2018

Diploma with Merit in International Business

- Feasibility Study Leader in Myanmar for QQ Rice (2017/2018)
- Three-month Suzhou University Overseas Immersion Programme (2017/2018)
- Director's Honour Roll (2015/2016, 2016/2017)

GCE O-Level, Hougang Secondary School, Singapore

JAN 2011 — DEC 2014

GCE O-Level | 4 O-Level distinction

- English Drama Club, Backstage Props Manager (2013/2014)
- Edusave Scholarship (2011, 2012, 2014)

Coursework

Interaction, design & prototyping

Conceptualisation & Storyboarding, Lo-fi & Hi-fi wireframes, A/B Testing

Through a series of user interviews and careful observations, we gained valuable insights that led to the development of Xtinguish, a community firefighting application. In order to assess its usability and ensure an optimal user experience, we conducted heuristic evaluations and performed A/B testing on our high-fidelity Figma prototypes.

Web Application & Development II

Lo-fi & Hi-fi wireframes, Front-end Development, Back-end Development, Data Management

Led the design direction of Easycooks, a novel meal-kit delivery service. Performed an in-depth analysis of competing services like BlueApron and crafted the user flow using Figma. Translated the design into a responsive website utilizing HTML, CSS, and leveraging bootstrap utilities and tailwind UI components. Further enhanced functionality through JavaScript, ultimately deploying the website on Netlify.

Software Project Management

Front-end Development, Back-end Development, Agile Methodologies, Git Branching, CI/CD Pipeline

Utilizing the Scrum framework, our team successfully developed and implemented an upskilling engagement system. We also established a CI/CD pipeline to automate testing and deployment. Additionally, we capitalized on the advantages of Git branching strategies to ensure optimal collaboration and version control throughout the entire development process.