



HWANS LIM

SENIOR UI/UX DESIGNER

 hwans-design.com/home

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Skills

EXPERIENCE DESIGN

- UX Strategy
- Service Design
- Design Thinking
- Customer Journey Mapping
- User-centered Design
- Rapid Prototyping
- Interaction Design
- Design Systems

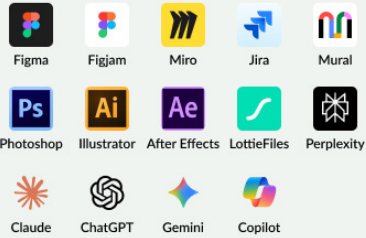
RESEARCH

- User Interviews
- Usability Testing
- Research Synthesis
- Competitor Analysis

LEADERSHIP

- Stakeholder Management
- Workshop Facilitation
- Cross-functional Collaboration
- Strategic Decision-making
- Design Quality Assurance

Tools



Education

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General Assembly
Certificate in User Experience Design
Jan 2021 - Apr 2021
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Lasalle College of the Arts, Singapore
BA (Hons) in Design Communications
2011 - 2013
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Singapore Polytechnic
Diploma in Creative Media Design
2008 - 2011

Recognition

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Winner of UNLEASHED by Purina Accelerator Program
2024
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ASEAN-Korea Startup Week 2023
3rd Place
2023
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Red Dot Design Award: Brands & Communication Design Winner (Integrated Campaign)
2019/2020

About Me

A Senior Experience Designer based in Singapore with 10 years of expertise creating meaningful digital experiences across banking, healthcare, beauty, and F&B. I combine empathy and curiosity to turn user insights into intuitive, impactful solutions that support business growth and improve people's lives.

Experiences

Alph-Labs (United Overseas Bank) | Snr. UI/UX Designer Feb 2025 - Present

Digital banking experience for UOB TMRW SG, MY, TH, VN, ID (APAC)

- Led end-to-end user experience for digital banking products across mobile & web platforms for APAC regions.
- Collaborate with product owners, engineers and stakeholders to define product strategy, translate complex banking requirements and deliver intuitive user solutions.
- Drive user research and usability testing to uncover key insights that guide design decisions, optimize customer journey and improve overall user experience.
- Design scalable wireframes, prototypes and high-fidelity designs that align with business goals, project scope and regulatory requirements.
- Champion the evolution and adoption of the bank's design system to ensure consistency, accessibility and efficiency.

ZumVet | UI/UX Manager Jun 2021 - Jan 2025

Telehealth & Pet Care Platform, Mobile & Web (SG, ID, & HK)

- Led UX strategy and product design for tele-consultation and pet care experiences across mobile and web.
- Designed brand website for and education, marketing and conversion.
- Designed and launched key features including services booking flow, in-app payments and medical documents management.
- Drive user research and usability testing to uncover key insights, gaps and validate solutions to guide design decisions.
- Supported Hong Kong and Indonesia market launch with localization of product experiences and adapting to local market behaviors.
- Partnered with cross-functional teams in an agile environment to deliver customer-centric products that scale.

Spa Esprit Group | Snr. Graphic Designer Sep 2018 - Dec 2020

Food & Beverage - Wellness & Beauty Brands

- Led integrated marketing campaigns from concept to execution across digital, print and retail channels.
- Developed creative pitches, EDMs, social media content, microsites, in-store collateral and retail campaign activations.
- Collaborated with cross-functional teams to launch campaigns, track performance and optimize sales based on KPIs.
- Championed brand consistency across all touch points through compelling and cohesive visual design.

Burpple | Visual Designer Feb 2016 - Aug 2018

Food Discovery, Review & Membership Platform (SG & MY)

- Conceptualised and designed digital assets and marketing collateral for campaigns, product features and B2B partnerships.
- Led the brand direction and execution for Burpple Beyond Membership launch, app presence and marketing collaterals.
- Crafted social media campaigns and visuals, EDMs, website landing pages, all digital assets across web and app.
- Worked closely with product and growth teams to create designs that drive engagement and growth.