

Lennard Lim

Product & UI/UX Designer

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Product & UI/UX Designer with 5 years of experience designing intuitive, scalable, and conversion-focused digital products for startups, agencies, and enterprises. Skilled in building design systems, crafting user-centered interfaces, and aligning design with business goals to drive measurable results.

Experience

May 2024 - May 2025

Product Designer (UI/UX & Marketing)

Slideshop • Contract

- Redesigned website, improving navigation and conversions.
- Built a scalable Figma design system used across product & marketing.
- Led brand refresh (logo, typography, colors) for premium positioning.
- Designed high-converting email campaigns with Klaviyo.

Oct 2022 - Jan 2025

Product Designer

Hitachi (via Spacesium partnership)

- Designed internal mining software (dashboards, 2D/3D map viewers, admin).
- Adapted and extended Hitachi's enterprise design system.
- Sole designer collaborating with engineers and project manager across teams.

Jan 2022 - Jan 2025

Lead Product Designer

Spacesium • Full-time

- Led end-to-end design of SaaS platform, including dashboards & admin tools.
- Built company-wide design system and branding (logo, typography, assets).
- Directed the company's visual branding—designed the logo, typography, color palette, and brand assets.
- Designed responsive websites, email campaigns, and investor pitch decks.

Oct 2023 - Feb 2024

Product Designer (Web & Mobile)

Digital Avenues • Contract

- Designed responsive websites and loyalty platforms for multiple clients.
- Created onboarding and user flows for rewards apps.
- Translated websites into cohesive mobile-first experiences.

Nov 2020 - Jan 2022

Product Designer

Mediko • Full-time

- Designed patient-facing booking platform and practitioner admin dashboard.
- Built and maintained a product-wide design system for consistency.
- Modernized brand identity (logo, colors, typography) across digital channels.
- Designed responsive landing pages and email templates for user acquisition.

May 2019 - July 2019

Product Designer

Halcyon Digital Media Inc. • Internship

- Contributed to mobile app UI concepts for client projects.
- Assisted in translating business needs into user-friendly design mockups.
- Supported developers with early front-end implementation tasks.
- Gained real-world experience in fast-paced agency collaboration.

Education

De La Salle-College of St. Benilde

BS Information Systems