



# Mavis Lim

## Product Management, UI/UX Design

Soon-to-be graduate looking for opportunities to to make a difference. Powered by a strong sense of empathy, unwavering belief in the importance of customer experience and a steadfast willingness to learn about anything under the sun.

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## WORK EXPERIENCE

### Assistant Product Manager (Contract) Circles.Life

09/2019 – 03/2020

#### Achievements/Tasks

- Sole Product Manager for an in-app entertainment product, revived its product life cycle that stagnated for months. Released gamification features that increased weekly active users by 122%, and increased week-on-week retention by 29%. Released changes to internal platforms that improved task efficiency for the working team by 50%. Fixed long-standing Android/iOS inconsistencies.
- Assisted in Product Management for integration of Sistic functionality into Circles.Life app leading to more fixes/features being completed before UAT sign-off. Assisted in Product Management for CX-focused products by the CX (Customer Experience) team, leading to a fall in customer support tickets and lower escalations.
- Developed strategies, roadmaps for products, planned and executed small experiments for Proof of Concepts before committing resources, resulting in a more efficient use of manpower and overall faster delivery time.
- Collaborated with Product Owners, Developers, TPM, UI/UX Designers, Marketing Designers, CRM Managers, Copywriters, Campaign Managers and stakeholders within an Agile framework (Scrum and Kanban), specializing in Non-Telco Products.

### UI/UX Design Intern Circles.Life

05/2019 – 08/2019

#### Achievements/Tasks

- Collaborated with Product Managers and Developers to negotiate higher quality features amidst limited tech development resources, informed by consolidated findings from customer feedback, app use data and usability tests.
- Maintained a user-centered approach to design, contributed to product/feature discussions with UX perspective to shape strategy and execution.
- Spearheaded a holistic user and market research for a potential fintech product from POC to Alpha under the guidance of the Lead Market Researcher, utilizing a wide range of research methodologies from callbacks, interviews, to surveys.
- Started a side CRM project with the CRM Manager to address pressing complaint data and subsequently released an MVP solution for feedback collection. Later, the MVP was picked up and brought to full feature status by Product Managers, resulting in a fall in customer support tickets. Find out more on [www.behance.net/mavislim](http://www.behance.net/mavislim)

## EDUCATION

### BFA in Interactive Media Nanyang Technological University

08/2016 – Present

CGPA 4.05

## SKILLS

UI Design

UX Design

UX Research

Sketch

Product Management

Digital Marketing

Customer Experience

Strategy and Planning

Agile/Kanban/Scrum on Jira

Proof of Concept

## LEADERSHIP EXPERIENCE

### Chairperson of CoHASS Day 2018 (12/2017 – 02/2018)

Lead a large team of 79 student leaders for an inter-school social cohesion and networking event to encourage cross-discipline collaboration with a turnout of 579 participants.

### President of ADM Student Club (08/2017 – 08/2018)

Managing the ADM Student Club consisting of 13 members, liaising with staff and faculty of the school, addressing concerns of the student population at ADM, representing ADM in NTUSU Council.

### Social Director of ADM Student Club (08/2016 – 08/2017)

Event planning and execution, liaising with external vendors and managing a small intra-club team of 3 other members.

## ACHIEVEMENTS

### Quick Pitch Challenge 2nd Runner Up (06/2015 – 06/2015)

In the nEbO Youth Entrepreneurship Symposium, achieved 2nd Runner Up position in a team of 5, against 100+ participants.

### Certified Digital Marketing Professional (03/2019 – 03/2020)

Certified by Asia Web Academy

## INTERESTS

Rock Climbing

Computer Games

World Affairs

Machine Learning

CRM

Tech