

# David Lim

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## PROFESSIONAL EXPERIENCE

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### Designlab UX Academy, UX Designer

Client Project Experience:

San Diego, California

November 2018 – Present

#### App to Succeed, Inc

Stamford, Connecticut

*Product Designer – Map the Money Maze Web Application*

- ◆ Managed project milestones, deliverables, issues and risks as the client's primary contact and team lead of two designers
- ◆ Applied UX design principles and best practices to overhaul existing designs; created a style guide for current and future teams to drive consistency across designs; identified and designed key screens that were missing from the MVP user flow

#### Kickstagram

San Diego, California

*Product Designer – Strategic Product Landing Page*

- ◆ Designed a landing page to test demand and provide management with data for product strategy and market entry decisions

### Accenture PLC, Management Consultant

Client Project Experience:

San Francisco, California

January 2015 – Present

#### Leading Search Engine Company

Mountain View, California

*Product Data Workstream Lead – Product Lifecycle Management System Implementation*

- ◆ Investigated the client's engineering processes and data via extensive stakeholder workshops and documentation reviews
- ◆ Led a team of two resources to gather user requirements from primary system users and downstream consumers; collaborated with the client's application engineers to ensure the system was configured according to the specifications our team outlined
- ◆ Created the client's first product data model and taxonomy for their global data center designs; this was eventually leveraged to improve data quality and traceability, reduce cycle times and automate handoffs between internal and external partners

#### Global Networking Equipment Company

San Jose, California

*Business Operations Program Manager – Software Subscription Enablement Program*

- ◆ Enabled 4 products on the new annuity billing platform as the program manager responsible for 9 parallel cross-functional workstreams in each program; contributed an estimated ~\$5.5M to the company's highest strategic recurring revenue goal
- ◆ Defined user and business requirements to develop a workflow tool that automated the complex subscription product enablement process; maintained key relationships with application engineers to deploy the tool per pre-defined requirements

#### Global Networking Equipment Company

San Jose, California

*Business Analyst – Digital Supply Chain Capability Assessment*

- ◆ Conducted 37 interviews with manager, director and senior director level stakeholders to evaluate the existing relationships between Product Engineering, Supply Chain and Product Marketing with respect to end-to-end product lifecycle services
- ◆ Assessed the client's core product engineering and lifecycle capabilities against industry and cross-industry benchmarks; identified 30 new service and platform recommendations to eliminate, simplify and automate business processes and tools

#### Leading CRM and Cloud Computing Company

San Francisco, California

*Business Analyst – Acquisition Integration HR Assessment*

- ◆ Interviewed 15+ manager, director and VP level stakeholders from the client and target company to assess the current state of each entity's core HR capabilities; owned a business process inventory which captured high level business processes, technology and data conversion considerations, change management activities, fit gap analyses and key business decisions
- ◆ Created an integration roadmap for the migration of 750 acquired employees to the client's existing HR plans and systems

## EDUCATION

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University of California – Berkeley, B.A. in Economics

Graduation Date: December 2014

University GPA: 3.4

## SKILLS

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**Skills:** Responsive Web Design, Mobile App Design, UX/UI Design, User Research, Wireframing, Prototyping, Usability Testing

**Industry Experience:** E-Commerce, Cloud Computing, CRM, Networking Hardware, Telecommunications

**Certifications:** SAFe Agile (2018), Designlab UX Academy

**Tools:** Sketch, Invision, Zeplin