# DAVID LIM

UX Strategist/Lead

*"Ease of use may be invisible, but its absence sure isn't." - IBM*

✉ davidsunglim@yahoo.com        in linkedin.com/in/david-lim-20a50957        🌐 www.davidsunglim.com

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EXPERIENCE

## UX Lead

Innocean USA            06/2016 - 01/2019; 11/2019 - Present        Huntington Beach, CA

- **Genesis.com Redesign**
    - Ran qualitative moderated/un-moderated user tests utilizing Usertesting.com
    - Ran quantitative A/B tests utilizing Adobe Target
    - Low & high fidelity wireframes using Sketch/Invision
    - Created design system library with component library to create single source of truth for all UX and design assets
    - Defined process for UX/creative resources and overseeing design handoffs to vendors and Hyundai in-house development team utilizing Agile methodologies.

- **Genesis Configurator** - Lead a team of creatives and UX resources to research, design and build industry disrupting WebGL and cloud-based digital assets for a visually impactful configurator experience. Defined service blueprint for front/back-end services and API integration with digital asset delivery via cloud rendering API.

- **Hyundaiusa.com** - Responsive web and mobile design for various pages and experiences for the Hyundaiusa.com website. Created user flows and journey maps and ran user tests to improve lift on lead submissions across all experiences on the site.

## Senior UX Designer/Lead

Veritone            01/2019 - 11/2019            Costa Mesa, CA

- Oversaw UX for multiple AI applications for various verticals: law enforcement, legal, government and media & entertainment.

- Worked with and managed UX resources to define UX best practices, testing cadence and processes.

- Executed major redesign of Veritone Attribute, the premiere media & entertainment AI app based on stakeholder and user interviews.

## Senior UX Designer (Contract)

Cylance            10/2015 - 04/2016            Irvine, CA

- Defined user experience and user interface for Optics, Big Data EDR (Endpoint Detect and Respond) product which was demonstrated at the RSA Conference to rave reviews.

HIGHLIGHTS

### Genesis Configurator - IWA

Lead a team of creatives and UX resources to research, design and build industry disrupting WebGL and cloud-based digital assets for a visually impactful configurator experience.

### TRD Chassis Tuner - Toyota

Lead UX/UI Designer for the Chassis Tuner application for Toyota Racing Division (TRD). Application was directly responsible for winning two NASCAR Sprint Cup Championships for Toyota.

### KPA Connect CMS Platform

Lead a small team of Creatives and worked with developers to create a new CMS platform to build car dealership websites in one-third the time it previously took to build an existing website.

### Cylance Optics

Developed user experience and user interface for Optics, Big Data EDR (Endpoint Detect and Respond) product which was demonstrated at the RSA Conference with overwhelming praise.

## EXPERIENCE

### UX Designer / UI Developer

Toyota Racing Division (TRD)    01/2013 - 05/2015                Costa Mesa, CA

- Lead UX/UI Designer for the Chassis Tuner application for Toyota Racing Division (TRD). Application assisted TRD partner team (Joe Gibbs Racing) in winning multiple NASCAR Sprint Cup Championships for Toyota.

- Interviewed stakeholders and chassis engineers by gathering requirements and business needs and translating them into user stories and use cases to be added into the development backlog for sprint allocation.

- Created low and high fidelity prototypes using Axure RP prior to development

- Defined test cases based on use cases which were the basis for the creation of unit tests and testing automation.

- Created the TRD Design System and UX guidelines document which created a best practices standard for Windows 8.1 development.

### Creative Manager / UI Designer

Kip Prahl & Associates          09/2008 - 01/2013                Orange, CA

- Lead a team of creatives and worked with developers to create a new CMS platform to build car dealership websites.

- Oversaw all UI design and ensured UX best practices on all sites with a small team by creating design system documentation, templates and weekly design critiques.

- Oversaw OEM compliance for over 30 auto manufacturers were being met on all client websites.

- Lead UX on redesigning the new inventory tool, PII 2.0. Interviewing existing clients and gathering requirements to be developed into user stories/use cases. PII 2.0, increased lead generation for dealers by 30%.

## EDUCATION

### Cal Poly Pomona

09/1994 - 06/1999

## KEY STRENGTHS

### Usability

Understanding the needs of users by running user tests, research, ideation and implementation (CI/CD).

### Visual Design

Translating usability needs and heuristics into visual design that supports proper usability and accessibility for all users.

### Process Creator

My natural instincts are to find a better way do things and to create new processes that will make life easier for everyone.

### Problem Solver

I always love a good challenge and I'm always constantly trying to find an answer to problems even if I lose sleep to find the solution.

## TECHNICAL SKILLS

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| Sketch | Invision | Adobe CC | Abstract | Marvel | Flinto | Axure | UserTesting | Agile |
| Jira | Confluence | Basecamp | HTML5 | CSS3 | SCSS | JS | Responsive | Adobe Analytics |
| AEM | Hotjar | A/B Testing | Keynote | Office 365 | CRM | Scrum | Framer JS | AI/ML |
| Personalization | CDP/DMP | | | | | | | |