



Claudia Lim

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Product Designer with a Digital Media background in interactive design and front-end development. Skilled in analysing business processes and user pain points to create scalable, user-centred digital solutions. Currently transforming an in-house system into a market-facing web SaaS product, with a portfolio spanning enterprise systems, mobile apps, websites, and design systems. Adept at balancing user needs, business goals, and technical constraints to deliver effective digital products.

PROFESSIONAL EXPERIENCE

MAR 2026 - PRESENT

Allied Container Group, Singapore

Junior Product Designer

- Design web-based SaaS products and mobile applications for freight logistics, trucking, and delivery operations, translating complex business workflows and user needs into intuitive, scalable experiences.
- Contribute to transforming an in-house Transport Management System into a market-facing SaaS product while developing scalable design systems, and collaborating across product teams to support integrated business workflows.
- Design and optimise websites using data-driven insights to improve user experience and performance.
- Support design team coordination and Agile product development through designer interviews, onboarding, OKR planning, sprint planning, stand-ups, retrospectives, and cross-functional collaboration.

MAY 2022 - JUN 2023

Fresh@CU, Coventry UK

Media Production Assistant (Part Time)

Supported media production through equipment setup, props, and on-site coordination while collaborating with the team to resolve production challenges.

OCT 2021 - NOV 2022

Gallery of Living History, Coventry UK

Web Designer Intern

Maintained and enhanced the organisation's Squarespace website while supporting content production and copywriting. Collaborated with founders, university leadership, and cross-functional team to deliver on-brand digital content.

OCT 2021 - JUN 2022

Genesys, UK

Digital Marketing Intern

Collaborated with eBay on marketing initiatives to strengthen brand awareness and customer engagement, supported by research into competitors, target audiences, and consumer behaviour.

EDUCATION

2020 - 2023

Coventry University, UK

BA(Hons) Digital Media

Focused on UX/UI, front-end development, VR/AR immersive & interactive experience, and digital marketing, with projects spanning Unity, HTML/CSS/JavaScript, Processing, and UX research.

Selected Projects:

VR campaign addressing women's appearance-based prejudice • Interactive 3D game • UX accessibility study of fast food self-service kiosks • AR shopping experience for JD Sports

SKILLS

Product & UX

UX Research • UX/UI Design • User-Centred Design • Interaction Design • Prototyping • Design Systems • Business Process Analysis

Tools & Technology

Figma • HTML • CSS • JavaScript • Adobe Illustrator • Adobe Photoshop • Adobe InDesign • Google Tag Manager • Google Analytics • Google Search Console

Professional

Stakeholder Management • Cross-Functional Collaboration • Agile Methodology • Problem Solving • Design Thinking

Languages

English — Fluent • Mandarin — Fluent