

Nick Lim

PRODUCT DESIGN LEAD • UX & PRODUCT STRATEGY

60%

ENGINEERING
OVERHEAD REDUCED

300%

FEATURE VELOCITY
INCREASE

\$1.50

INTERNAL DAM BUILT
WITH AI

\$500k

NEW REVENUE IN 12
MONTHS

PROFESSIONAL SUMMARY

Strategic Design Leader with over 8 years of experience in UX and Interface Design. Since 2022, transitioned into a data-informed methodology, leveraging qualitative and quantitative product analytics and behavioral insights to drive conversion improvements. Proven track record in architecting scalable Design Systems that **reduce engineering and design overhead by up to 60%**. Actively developing skills in **SQL-driven growth hacking and behavioral economics to quantify design impact**. Expert in leveraging **AI-native workflows (Claude, Figma AI)** and **product telemetry (PostHog, Microsoft Clarity)** to drive data-informed product roadmaps.

PROFESSIONAL EXPERIENCE

Senior Experience Designer Jun — Jul 2026
Chubb Insurance

- Scope:** Supported growth and proposition design across Fintech, Banking, and Mobility verticals in APAC, partnering with Grab, Atome, and DBS.
- Proposition Design:** Proposed and advised on product and journey redesigns — including an upgraded embedded insurance proposition for a digital payments partner and a Motor Renewals journey redesign — both progressing toward partner sign-off.

Group Design Lead Jun 2024 — May 2026
Oona Insurance

- Omni-Channel Architecture:** Directed end-to-end UX/UI strategy for DTC, Agent (Kahoona), and Admin portals. Led ground-up revamp of Kahoona, unifying Indonesia and Philippines markets into a single platform across General, Life, and Health Insurance.
- Behavioral Data Breakthrough:** Initiated a "What-If" analysis of a Travel product; manually synthesized qualitative user patterns with quantitative drop-off data to identify critical friction in the "Buy for Family" flow — cascading a pivot in pricing strategy and group-size functionality.
- Design Systems & Efficiency:** Architected a unified Design System (Material UI) resulting in 60% reduction in engineering overhead and 300% increase in feature deployment velocity; scaled down frontend dev resources from 10 to 4.
- AI-Native Workflow Architecture:** Integrated LLM-assisted workflows (Claude, Figma AI) into the design lifecycle, cutting Discovery-to-High-Fidelity timeline by 50% and automating documentation for a leaner team.
- Design Ops & Knowledge Governance:** Architected comprehensive Design Ops framework — version history control, Figma file architecture, Confluence knowledge base — improving team output while reducing design capacity by half.
- High-Stakes Partnerships:** Principal Designer for regional Tier-1 integrations including GCash, Globe, VFS, EastWest Bank, Tesla, and Palawan Pay across multiple markets.
- Rapid Tool Engineering:** Engineered a custom internal DAM in under 5 hours using AI-assisted workflow at a total cost of \$1.50 — eliminating the need for expensive SaaS subscriptions.

Senior Product Designer Nov 2022 — Jun 2024
FWD Singapore

- Platform Design & Systems:** Oversaw end-to-end UI/UX for the FWD Singapore consumer website and omnichannel ecosystem — supporting Policy Services, Marketing, and Agency digital assets — while implementing a design system that reduced website design effort by over 50%, enabling faster insurance product launches.
- Mobile-First Product Innovation:** Led the UX and product design of a native Travel insurance repurchase journey on the FWD mobile app — leveraging the app's secure wrapper to enable one-tap policy renewal, eliminating re-entry friction for returning customers and fundamentally rethinking what "buy again" could mean in insurance.
- Stakeholder Orchestration:** Managed complex design requirements across Product, Tech, and Sales, including budgeting and performance of offshore contract resources.

CONTACT

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CORE SKILLS

Product & Growth Strategy

PRODUCT ANALYTICS

- PostHog
- SQL
- Funnel Analysis
- Cohort Analysis

GROWTH HACKING

- CRO
- A/B Testing
- Retention Metrics

STRATEGY

- JTBD Framework
- Roadmapping

MANAGEMENT

- Jira
- Agile / Scrum

Research & Behavioral Insights

CHOICE MODELLING

- MaxDiff
- CBC

BEHAVIORAL ECONOMICS

- Behavioral Analysis
- Incentive Design

TESTING

- Usability Testing
- A/B Testing

DISCOVERY

- Qual/Quant Synthesis
- Microsoft Clarity

Design & Systems Architecture

UI/UX

- Figma
- High-Fi Prototyping

DESIGN OPS

- Material UI Systems
- Confluence

ENGINEERING

- Basic Frontend Logic

AI WORKFLOWS

- Claude
- Figma AI
- Claude Code

AWARDS & RECOGNITION

- Taekwondo Black Belt (1st Dan)**
Singapore Taekwondo Federation • Feb 2026
- Employee of the Year 2018**
Verz Design
- Employee Excellence Award 2017**
Verz Design
- Director's List x 4**
Nanyang Polytechnic, SIDM • 2009—2012

EDUCATION

Product Analytics for CXUX Optimisation
SMU Academy • Feb 2026

Growth Hacking for Product Managers
SMU Academy • Feb 2026

7 Habits of Highly Effective People
FranklinCovey • Apr 2019

Professional Diploma in Digital Marketing
Lithan Academy • Jun 2018

Senior UX Designer / Product OwnerOct 2021 — Nov 2022

TalentMesh

Hybrid Product Leadership: Operated as dual Product Owner and UX Designer in a lean Scrum environment; translated complex business requests into detailed user stories and technical documentation.

Validation & QA: Executed full-cycle user research, usability testing, and wireframing while co-writing UAT tests to ensure quality developer deliverables.

User Experience ManagerFeb 2020 — Sep 2021

ZilLearn

Platform Optimization: Led usability testing that improved the creator platform's SUS score by 20%.

Efficiency Gains: Spearheaded design system adoption during major frontend update, boosting team design efficiency by 25% within 3 months.

UX Strategist — Team LeadJul 2017 — Feb 2020

Verz Design

Revenue Growth: Pioneered UX/UI Design service, generating over \$500k in new revenue within 12 months through strategic pre-sales and creative consultation.

Achievement: Promoted to Team Lead within 12 months. Employee of the Year 2018; Employee Excellence 2017.

Visual / Graphic DesignerDec 2014 — Aug 2016

Mo Design / First Concept

End-to-End Production: Managed design-to-production for bespoke print and fabrication projects; developed full-scale brand identities, social media strategies, and digital collaterals.

SELECTED PROJECTS

GotJam?Jan 2026 — Present

Founder & Lead Product Designer

Problem-Solution: Designed and developed a localized traffic forecasting platform for Singapore-Johor checkpoints; real-time data ingestion via Telegram listeners and historical pattern databases (PostgreSQL).

Impact: Executed full product lifecycle from branding and UI to technical architecture — demonstrating a 0-to-1 product-market fit mindset.

The Chronicle of ThingsFeb 2026 — Present

Lead Architect

Innovation: Conceptualized crowdsourced digital platform for tracking the evolution of physical objects throughout history.

Technical Execution: Architected complex database schemas and wireframes using AI-native development workflows (Claude Code), focusing on high-scale information architecture and user-contributed content loops.

Bachelor of Design (Communication Design)

RMIT / SIMGE • Jul 2017

Diploma in Digital Media Design (Games)

Nanyang Polytechnic • Apr 2012