

ELI LIM

Digital Innovation & Experience Consultant

SUMMARY

- Human experience consultant with 10 years of working on innovative digital consumer products for various startups enterprise B2B/B2C/DTC global brands in New York City and London.
- Specialized in UX/UI design, interaction/visual design, creative content directing, digital marketing strategizing, creative branding, and luxury retail strategizing with strong customer acquisition and retention marketing.
- Skills: Digital Commerce Management | Visual Design (Adobe Creative Suite: InDesign, Photoshop, Illustrator) | Interaction Design (After Effects, Principle, Framer, Premiere) | Prototyping (Sketch, Adobe XD, Figma, Zeplin, InVision) | Creative Direction | Brand Strategy | Content Strategy | Digital Marketing (Google Analytics, MailChimp) | Social Media Strategy Project Management (Slack, Microsoft Teams, Trello) | Understanding of HTML/CSS/CMS (Salesforce, Shopify, Magento, Drupal, Joomla) | Merchandising Strategy | Fashion Design | Digital Photography | Typography | Visual Merchandising | Strong Written & Verbal Communication | Bilingual
- Portfolio: <http://elihyuneuilim.com>

EXPERIENCE

Newell Brands, New York, NY

Oct 2019 - Present

UX Product Designer | mobile, web, strategy

Newell Brands is an eCommerce consumer brand which has a portfolio 45+ national and global consumer product brands. Act as a core UX Product designer in Digital Technology Department to support all UX initiatives to translate new business strategies into eCommerce UX. Participate to implement strong visual creativity and eCommerce UX knowledge to balance and solve eCommerce UX strategies and design needs. Support design requirements for brands and third party partners through analysis, UX inventories and audits, current-state assessments and stakeholder analysis. Partner with other departments such as eCommerce DTC, MarTech, Development, Q&A, third party partners includes Deloitte Digital, Accenture, Astound, Jebbit to perform excellent digital eCommerce experience. Work through agile cycles and sprints for major site launching and perform as a key player to consolidate all 300+ sites into 40 sites into a unified platform in the span of ~18 months. Currently, build a design system with a partnership of InVision team.

FREELANCE, New York, NY

Jun 2018 - Oct 2019

UX Product Designer | mobile, web, tablet, UX strategy

Strategically delivered optimized user experience in UX, UI, interaction, and visual design practices through user journey map, ideation, personas, empathy maps, user research, user flows, prototyping, usability testing, design principles, and methodologies. Collaborated with talented teams of engineers, developers, marketers, and stakeholders to devise and deploy strong user experience and practicing in solid principles such as typography, layout, color theory, interaction design, and user-centric design. Facilitated workshops and leveraged user research data and analytics in all design and business digital strategic solutions.

- Heem Augmented Reality iOS App
- Chase iOS Finance Management App
- Harbs Responsive Web Design
- Mirror E-Commerce Web Design

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EXPERIENCE (continue)

BASIC OUTFITTER, New York, NY

Feb 2018 – May 2018

Creative Brand Manager | web, creative branding

A Direct-to-Consumer Mens Basics E-Commerce/ D2C startup aired in the ABC Shark's Tank.

Collaborated with the creative director, executive leadership, design team, and a third-party agency to create and launch a new Shopify Plus website for the D2C men's basis startup that was featured on Shark Tank. Migrated the previous site's information from the Magento platform, revamping the overall site look and introducing an innovative new signature service, Create-a-Drawer. Directed the overall creative vision, engaging a holistic approach to branding to ensure a consistent and attractive look and feel across all platforms, while also enabling team members to transform unique ideas into actionable concepts. Produced high-quality visuals, digital photography, social media content, and interactive mobile/web experiences that drove brand awareness by 138%. Executed an influencer, marketing, and content strategy that generated 170K new followers across all social media platforms and brought in \$580K in new sales.

PS DEPARTMENT, New York, NY

Feb 2015 – Jan 2018

Content Director | mobile, content strategy, digital marketing

Ventures-backed iOS mobile-conversational commerce luxury fashion platform found in 2013.

Served as a core member of the first conversational luxury commerce mobile iOS app, which delivered personal shopping and concierge services to 40K+ clients. Oversaw the creation of 100+ front-end creative visual deliverables per day, posting on-demand content across all digital and social media channels, as well as targeted touchpoints and initiatives and in support of weekly and seasonal marketing campaigns, which accounted for 50% of total sales and earned an average 85% retention rate. Led the creative team to bring concepts to life and worked with the operations, customer service and brand team, as well as 1K+ global luxury brands, to identify opportunities and implement solutions that optimized user experiences and brought in \$3M in new revenues. Executed a digital marketing strategy and conducted rigorous A/B testing, translating findings into effective user experiences that reinvented the digital space. Evaluated and translated millennial user data gathered from Google Analytics, MailChimp, and Shopify into valuable insights that supported marketing campaigns and social media strategies, as well as user analytics that enhanced personalized user journey experiences.

VAUNTE, New York, NY

Feb 2013 – Jan 2015

Led Merchandiser | web, marketplace

Ventures-backed eCommerce global luxury marketplace startup found in 2010.

Joined as a founding group to recruited, hired, managed, and mentored 5 members of the merchandising team, charged with developing and carrying out merchandising plans for a global eCommerce luxury marketplace. Facilitated visual content creation, while simultaneously working with the web production, engineering, design, operations, and creative teams within the Dashboard ecosystem.

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EXPERIENCE (continue)

YONG KYUN SHIN, London, UK

Feb 2011 – Dec 2012

Product Development Manager | womenswear, branding

Built the brand for an emerging fashion label from the ground up, elevating the international presence in such high-fashion markets as Italy, France, London, US, and South Korea by 57%. Earned placement for the brand at International Talents Support in Italy 2012, Paris ZipZone 2012, London Spring/Summer Fashion Week 2014, and Dover Street Fall/Winter Market 2012. Assisted the brand with earning first place and \$100K on the "Top Designer" TV show in Seoul. Provided support to the creative director during the design development process, from the initial design concept through to the production release.

REEM, London, UK

Oct 2009 – Jan 2011

Associate Designer | womenswear

Worked as an in-house designer for the London-Tokyo based design label, partnering with the creative director to conceptualize, sketch, source, draft, and make patterns for sample garments prior to final production. Participated in Tokyo Spring/Summer Fashion Week 2011.

EDUCATION AND ACCREDITATIONS

University of Arts London: LCF, london
Fashion Design Technology
Visual Design Minor, 2012

Parsons School of Design, manhattan
AAS Fashion Studies
Communication Design Minor, 2009

James Madison University, virginia
BBA Marketing, 2007
Centennial Scholar, Full Scholarship

Antwerp University, belgium
Business Plan, 2006

CERTIFIED E-COMMERCE UX PROFESSIONAL
Baymard Institute, 2021

UX ACADEMY
Design Lab, 2019

HUMAN-CENTERED DESIGN
University of California San Diego, 2018

CUSTOMER ANALYTICS
Wharton School, 2018

MASTERING BUSINESS MODELS
MASTERING VALUE PROPOSITIONS
Strategyzer, 2018

SKILLS

- Digital Commerce Management
- Content Strategy
- Brand Strategy
- Marketing Technology
- Project Management
- UX/UI/Product Design
- Interaction design
- Visual Design
- User Research
- Usability Testing
- Prototyping
- Illustration
- Understanding of HTML/
- CSS/CMS

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TOOLS

- Photoshop
- Illustrator
- InDesign
- Adobe XD
- Adobe CC

- Sketch
- Invision
- Zeplin
- Figma
- After Effect

- Google Analytics
- MailChimp
- Shopify Plus
- Salesforce
- Drupal

- Magento
- Joomla
- Microsoft Suite
- Keynote
- Marvel