



Contact

- Email: 24027786@myrp.edu.sg
- Contact number: +65 9728 3063
- Linkedin: [linkedin.com/in/jolin-lim-999a4730a](https://www.linkedin.com/in/jolin-lim-999a4730a)
- Portfolio: <https://jolinlim.journoportfolio.com/>

Skills

- Attention to detail
- Creative-thinking
- Problem-solving
- Collaboration
- Communication
- Adaptability



balsamiq Wireframe

Language

- English (fluent)
- Mandarin Chinese (fluent)

Lim Hai Xian Jolin

UI/UX Designer (student)

Third-year design student specialising in UI/UX, visual design and digital prototyping. Experienced in conducting user research, translating insights into user-centred designs, and iterating through usability testing. Passionate about blending aesthetics with functionality to create meaningful and intuitive experiences.

Education

Republic Polytechnic
Diploma in Design for User Experience

2024-Present

Juying Secondary School
GCE O'Level

2019-2022

Work Experience

Ads Catalyst
Digital Marketing Intern

Present

- Managed Meta ad campaigns for SME clients, covering campaign setup, ad creative design and copywriting.
- Conducted B2B email outreach via Brevo and LeadSwift, generating leads across multiple industries, drafting targeted campaigns and monitoring open and click rates
- Assisted in storyboarding, filming and on-screen talent for social media ad content

Goldwood Retail
Part-Time Sales assistant (Multiple Locations)

Jan2023-Present

- Delivered smooth checkout experiences while promoting store products and upselling items, contributing to a 10% increase in sales revenue.
- Managed inventory restocking and shelf organization to maintain a well-presented and customer-friendly store environment.
- Independently handled store opening and closing operations, demonstrating reliability and accountability during assigned shifts.

Volunteering

Culture-Connect Club (Service-learning club)

Feb -March 2025

- Supported a four-day volunteer program for migrant workers, coordinating activities, fostering cultural exchange, and promoting inclusion.

Certifications

- Stitch Interactive: Web flow Web development workshop (certificate of attendance)
- STA Timber Design Competition certification 2025