

Eric Lim

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User experience designer leading the UX team at a dental tech company. An advocate for design thinking and passionate about user research and empowering teams to create delightful human-centered designs.

EXPERIENCE

UX Lead (Supervisor), Glidewell Dental

May 2018–Present

- **Evangelized user-centered design:** Ran Google design sprint workshops cross-functional teams and increased design maturity in company.
- **Mentored and led UX design team:** Clearly defined roles and career growth for designers and grew the team from 1 to 5.
- **Executive presentation:** Crafted and presented a unified vision of the organization's sub-brands and sister companies into a cohesive brand to the executive level, successfully launching a rebranding initiative that involved cross-functional business stakeholders.
- **Data & results-driven:** Introduced event tracking to the product life cycle, turning customer data into insights, and leading to wider adoption of metrics for measuring and defining the success of projects (outcomes vs output).
- **Lead UI and UX work for customer-facing applications:** Usage of the customer portal has since tripled after focusing on usability and creating value for our customers.

UX Designer, Glidewell Dental

May 2016–Mar 2018

- I became the first user experience designer role in the organization, with a focus on improving the usability of the products coming out of the development teams.
- Introduced usability testing into the software development process, which led to an understanding and adoption among product teams of a user-first approach.
- Lead design on the customer portal team by creating and improving features which led to increasing the user base by 40% while maintaining over 90% engagement.
- Started the ritual of design critiques and involved non-designers to get them to learn to talk about design more effectively.

Software Engineer, Glidewell Dental

May 2014–May 2016

I designed and implemented a customer and order management system. While I initially worked on specific features in the customer management system, my proven results in improving the user experience led to me overseeing the design for the entire system.

Software Engineer, Channel Factory

Jun 2013–May 2014

Extensive usage of the Bootstrap framework for projects and prototyping. Set up graphs and charts using D3

with the NVD3 reusable chart library.

Lead Front-End Developer, Juxt Interactive

Jun 2009–Jan 2013

Brought websites to life from designs and worked closely with the designers and project managers to resolve usability and information architecture issues. I collaborated closely with designers to understand the functionality and intent behind their designs, leading to the start of my journey into UX. Worked with Fortune 500 companies and top brands such as Cisco, Honda, Qualcomm, PacSun, Toyota, and Clear Channel.

Instructor, The Art Institutes

Jan 2010–Apr 2010

Taught the Introduction to Web Design course with a focus on semantic HTML, CSS, and web accessibility.

EDUCATION

UC Irvine

Bachelors of Science in Information & Computer Science, *2004*

SKILLS

Design Tools

Figma, Sketch, InVision, Adobe XD

Coding

Responsive Web, Web Accessibility, Semantic HTML/CSS, Sass, Javascript, Git, Scrum Ceremonies, Agile Methodology

Research & Collaboration

Lucidchart, Airtable, Optimal Workshop, Segment, Lookback, Hotjar, Amplitude, Google Analytics, Mailchimp, SendGrid, Asana, Target Process, 15Five

Design Process

User Interviews, Affinity Diagramming, Thematic Analysis, Persona Building, Customer Journey, Ideation Facilitation, Content Strategy, Story Mapping, Rapid Prototyping & Testing, Wireframing, Analytics Review, Google Design Sprint Method