

# Owen Lim Xin Sheng

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## SUMMARY

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I am Owen, an aspiring UX Designer that lives by the strong belief that good design is when function meets aesthetics. Using my knowledge of psychology, I am currently pivoting and pursuing a career in UX Design in hopes of creating products that matter. One of my core beliefs is that it is better to create something on your own rather than piggybacking on the efforts of others. This has been strongly reflected in my life as I am motivated to build things from scratch, be it a phone application to a sports team.

## EDUCATION

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### National University of Singapore (Bachelor of Arts and Social Sciences)

August 2017 – May 2021

- First Class Honours; CAP 4.57/5.00
- FASS Scholar's Dean's List AY19/20 Semester 1
- NASA Exchange Scholarship Recipient

### University of California, Santa Barbara (B.S. in Psychological & Brain Sciences)

January 2020 – March 2020

- International Student Exchange Program
- 3.70/4.00, Magna Cum Laude

## PROFESSIONAL EXPERIENCES AND PROJECTS

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### Pro Bono Website Design, Solo Designer for <https://www.sio2.com.sg/>

December 2020

- Worked with company founder to plan, design, and brand the website to showcase their professional services.
- Created and edited marketing collaterals such as images and copywriting.

### UX Designer, Nike Training Club (Concept Case Study Project)

July 2020

- Led a team of 3 to investigate and propose how we can increase the user retention rate for Nike Training Club through efficient and ingenious UX design.
- Spearheaded research initiatives, such as user interviews and market research, to identify fundamental problems in order to derive a solution.
- Key findings from user research include: Learning that 2/3 of users interviewed were strongly motivated by social factors to continue using the app.

### Co-Founder & Chief Marketing Officer, Alliance Ultimate Frisbee Club

Jan 2015 – Present

- Founded the club in 2015 with the intention of creating a top competitive Ultimate Frisbee Club in Singapore. Formally registered with the Registry of Societies in 2016 and currently competing at the national and international levels.
- Led the club's branding efforts and Go-To-Market strategy, which was pivotal in the club's growth from 15 to 50 active members.
- Drove initiatives to fundraise through corporate sponsorship and merchandise sales, raised over \$10,000 in revenue for the club.

### Section Commander 39SCE (CBRD), Singapore Armed Forces

May 2015 – March 2017

- Led and trained an entire section for crisis response relating to Chemical, Biological and Radiological attacks. Commended by Commanding Officer for outstanding contributions and performance.
- Highly trained in situational assessment and crisis management.

### Sales Associate, Marks & Spencer

April 2017 – July 2017

- Operated in a team of 8 to run Marks & Spencer's flagship café. Dealt with daily transactions exceeding \$1000.
- Trained in customer service and communication skills contextualized to the service industry.

## EXTRA-CURRICULAR ACTIVITIES / VOLUNTEER EXPERIENCE

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### Secretary, NUS Residential College 4 Flag Day

Dec 2017 – Aug 2018

- Managed and organised 60 volunteers for fundraising and publicity events such as the street collection of donations and Family Day.
- Key liaison with Ang Mo Kio Family Service Centre, the main beneficiary of our fundraising efforts. Raised a total of \$8000 through our collective efforts.

### Captain & Logistics Director, NUS Ultimate Frisbee Club

June 2018 – March 2019

- Overall-in-Charge of the logistics and inventory for a 60-person team.
- Led a 24-person NUS team at SUNIG 2018 (B) and IVP 2019 (B) and achieved 1<sup>st</sup> Place for both competitions.

## SKILLS

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- **Languages:** Fluent in both written and spoken English and Mandarin
- **Programming Languages:** HTML, CSS, JavaScript
- **Platform related Skills:** Adobe XD, Adobe Illustrator, Figma, Microsoft Office, GSuite, SPSS