


Nura Lim

Product Designer

 nuralimtheuxer.com

 /in/itsnura

 hj.nura.lim@gmail.com

 +61 413 822 916

About

In my design process, I focus on conceptual discovery, defining the right user problems to solve, and validating the design with users. I embrace a partnership approach to design by seamlessly integrating business objectives with user-centric solutions.

Experience

Senior Experience Designer

CBA | Nov 23 - Present | Full-time

Responsible for enhancing home loan management and aiding customers in property wealth growth in **Home Hub**. Using Human-Centred Design, I simplify the home ownership journey, shape the product roadmap, and deliver innovative solutions. In an agile setting, I manage stakeholder expectations to align our strategy with customer needs and business goals.

Specialist Experience Designer

CBA | Nov 21 - Nov 23 | Full-time

Led UX & UI design for **Carbon Insights** feature, enhancing carbon emission awareness and onboarding 69K customers by June 23 through user-centred design and research.

Delivered seamless Holdings & Order Management functionality in the **Investing** feature. Directed communication with stakeholders and collaborated with a team of 11 designers, ensured the harmonisation of business goals with the delivery of crucial customer outcomes.

Facilitated collaborative stakeholder alignment on project vision and goals, laying the foundation for an encompassing product strategy during the **Travel Hub project**.

UX Designer

Oneflare | Mar 21 - Oct 21 | Full-time

Led the improvement of an Analytics tool for business users. I identified problems, interviewed users, and provided useful research findings back to the team. While working in an agile environment, I contributed to UX wire-framing, basic UI design, and UI QA, focusing on making user-friendly digital solutions that meet business and customer needs.

UX/UI Design Consultant

blueegg | Jun 19 - Feb 21 | Full-time

I improved user experiences as a UX/UI Design Consultant, using research techniques to guide designs across industries, from finance to education. I helped plan projects, led workshops, and engaged stakeholders, while also conducting user interviews, creating designs and prototypes, and ensuring clients saw results that made their users happy.

Account Executive

DDB Group (S. Korea) | Aug 16 - Dec 16 | Contract

At DDB Tribal, I boosted the online presence and engagement of brands like Zespri and Burt's Bees through strategic content and a successful 3M Korea online promotion.

Strategy Specialist

Brown TCG (S.Korea) | Feb 16 - Jul 16 | Contract

As a Strategy Team Assistant, I planned social media, assisted in website branding for Ballantine's, supported shoots, and improved copywriting for better brand communication.

Education & Certifications

Accelerate Your Product Design Career

By Jacalin Ding

Nov 23 - Dec 23

Service Design Foundation

Academy Xi

May 20 - Nov 20

UX Design Immersive Course

General Assembly

Feb 19 - Apr 19

Bachelor of Business Administration

Myeong-ji University

Mar 11 - Aug 16

Skills

Human Centred Design • Problem Solving • Product Strategy • Agile Methodologies • Stakeholder Management • UX Design & Research • Wire-framing • Prototyping • Figma • Miro