

 $Portfolio: \underline{www.stevelimdesigns.com}\\$ 

Password: sl1109

### Steve Lim Lead Product Designer | UX Team Leader

#### **EXPERIENCE SNAPSHOT**

Adidas, Apple, Blue Cross, Brady Corp, Capital Group, Eli Lilly, Qualcomm, T-Mobile, Toyota, Verizon

#### **FOCUS AREAS**

Product & Service Design, UX Strategy, UX Design, Usability Testing & Research, Visual Design, Team Leadership.

#### Hello!

I'm a user-centric, innovative and data driven UX leader who's been in design industry for 25+ years. From print, branding to digital, I've been learning and working to design better human experiences. More recently, I've been responsible for leading UX collaboration between stakeholders, understanding user needs and developing UX insights, concepts and designs that can deliver quantified business results for large scale enterprise solutions.

Managed and executed equal mix of UX strategy development, project management, research/testing, design execution, and team building/leadership. I look forward to our conversation to get to know each other better.

Mobile Carrier Enterprise Account Portal

### Wireless Carrier Enterprise Account Portal

Global Settings

Cart

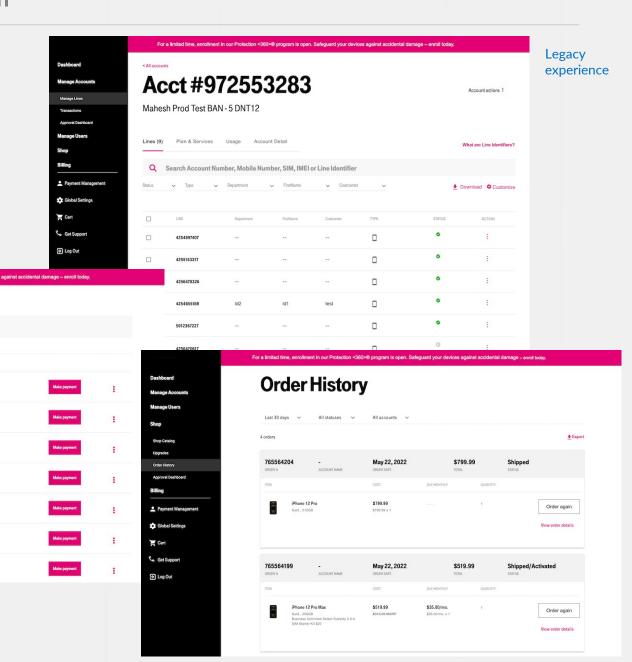
Search by account name or number

#### About the Project

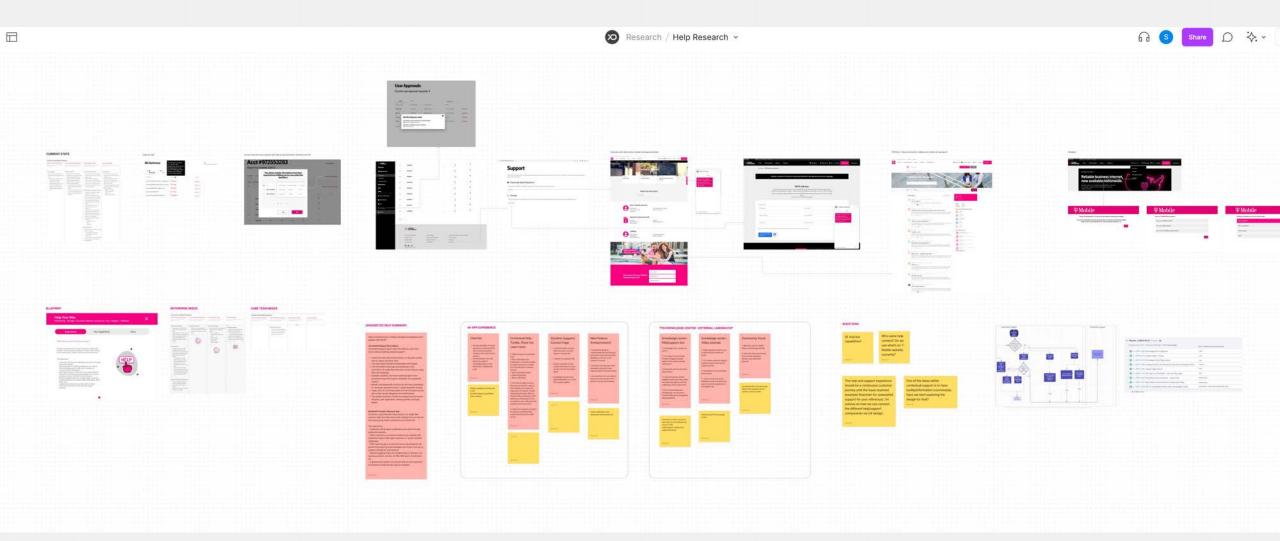
UX lead on enterprise account portal redesign project with 5 designers on the team (internal/external). We worked in agile approach to redesigning a legacy portal as it migrated to Salesforce platform. Worked with product managers, digital, business and dev to optimize experience and develop new features.

#### **Process**

- User/stakeholder interviews to get insight into legacy portal.
- Iterative design process to solve user friction, clarify content, optimize overall flow.
- New designs were tested to validate our assumptions.
- Design system collaboration to meet UI guidelines and accessibility standards.
- Worked within Salesforce experience guidelines and limitations

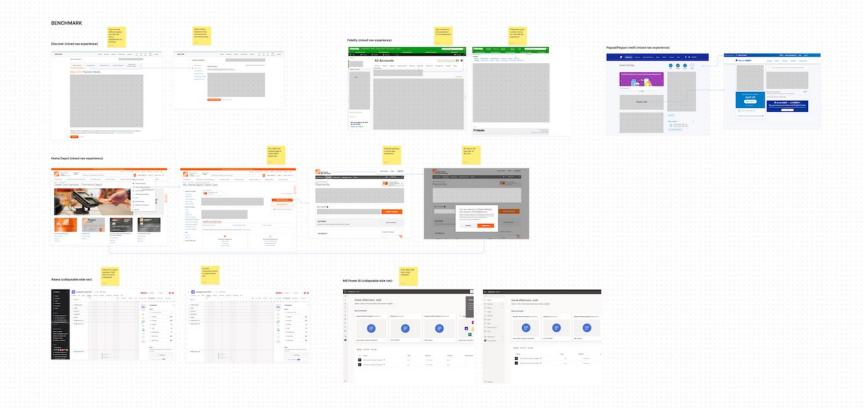


### Wireless Carrier Enterprise Account Portal – Discovery/Requirements/Research



### Wireless Carrier Enterprise Account Portal – Benchmark/Research/Sitemap

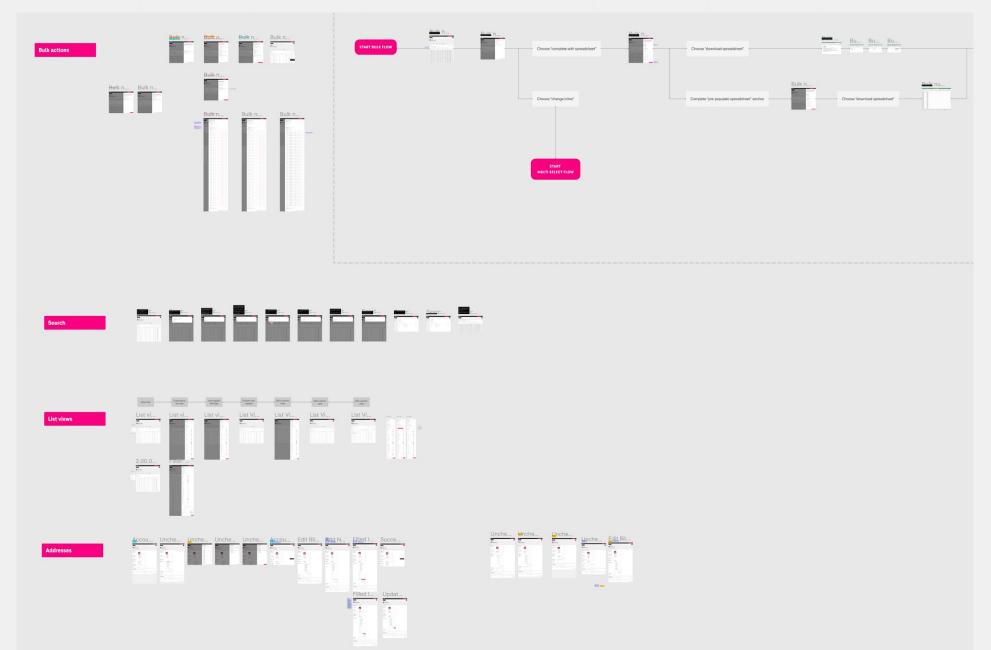








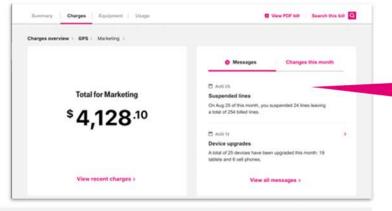
### Wireless Carrier Enterprise Account Portal - Wireframes/Flows



### Wireless Carrier Enterprise Account Portal - Usability Testing

### Customize and tailor messaging on the Charges page(s)

Customers wanted to see and download detailed information, including device type and data usage, for entire account. Some found the Messages content to be irrelevant, unless it was specific to the selected business unit.



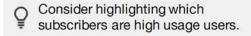
Consider removing Messages at this level, or only showing messages related to specific business sub/units.

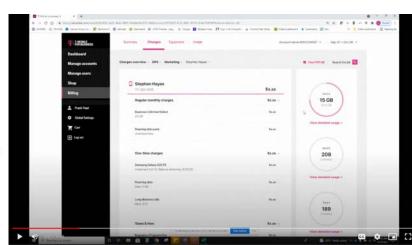
The **Messages** content was not specific to the Marketing business unit, causing some customers to find this section unnecessary.

## Usage and equipment data useful, but could be difficult to parse.

Participants thought the subscriber-level and equipment information was useful, **but may be overwhelming for larger accounts.** 

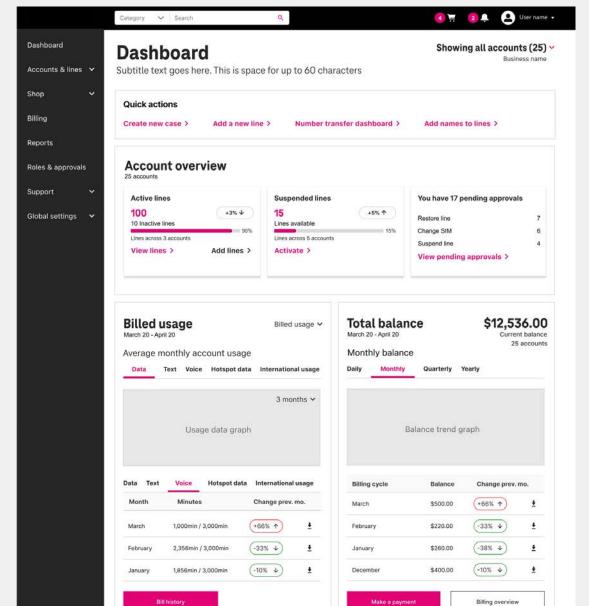
- Helpful to see where a subscriber is at in the current bill cycle so that they can make adjustments to the plan
- Unclear on if costs shown are related to previous invoice or current bill period
- Customers want to be able to export equipment data with the summary data



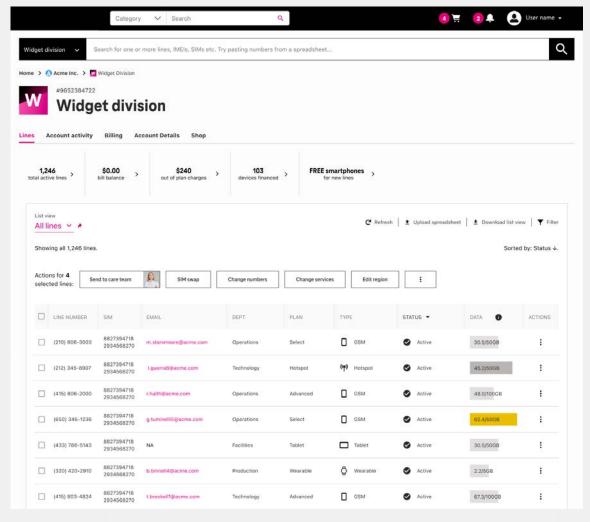


### Wireless Carrier Enterprise Account Portal - Final Product Design

#### Account dashboard

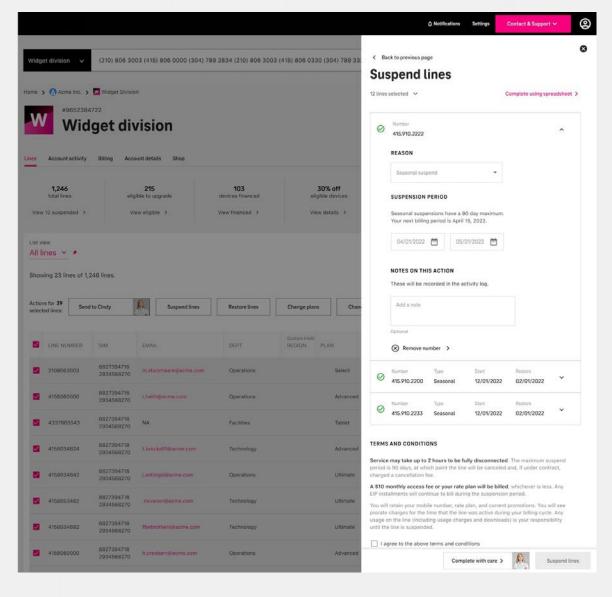


#### Account details

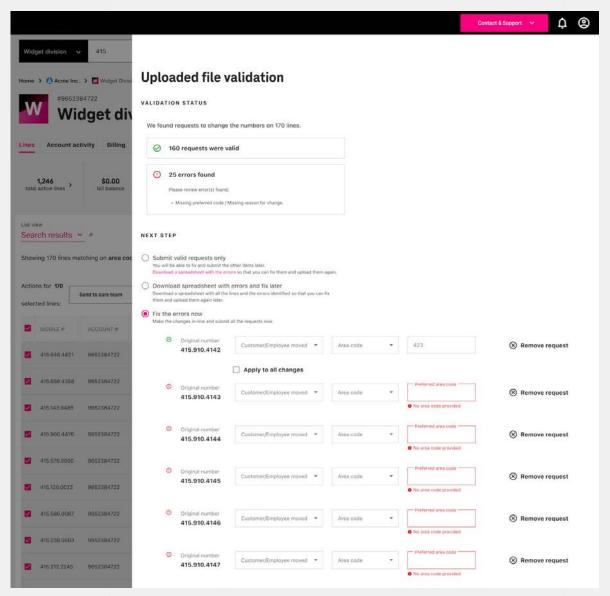


### Wireless Carrier Enterprise Account Portal

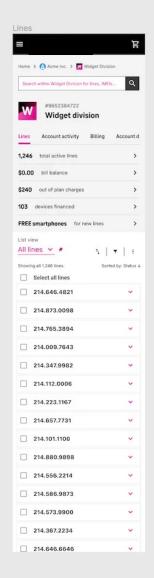
Suspend lines menu for multiple lines.

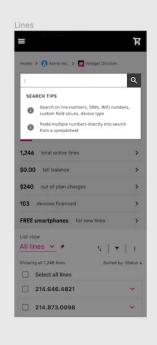


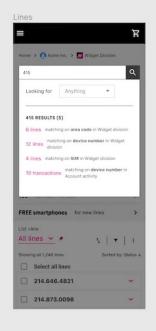
Changing numbers menu for multiple lines.

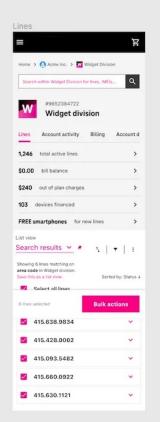


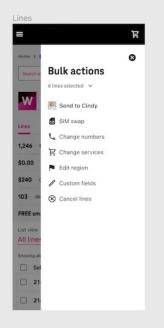
### Wireless Carrier Enterprise Account Portal - Mobile

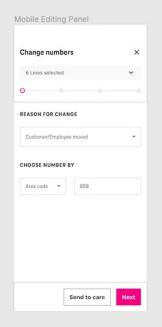


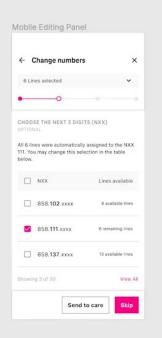












## Molina Healthcare Member Portal

### Molina Healthcare Member Portal

#### About the Project

We were tasked to redesign an outdated member portal for healthcare insurance provider. Site was designed for responsive framework. I was the lead on the project that included UX/UI designers, researchers, business analysts.

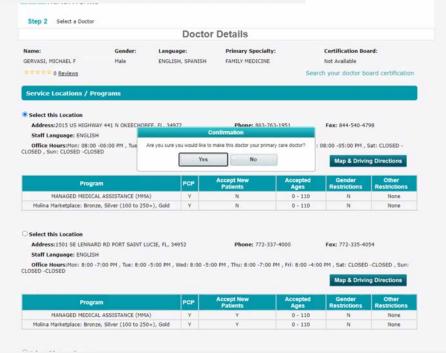
#### **Process**

- Stakeholder workshops/interviews to get insight into legacy portal.
- The process included, stakeholder workshops, user tests, sketch/lo-fi wireframing, visual design and prototype as well as design system.
- Based on Material Design principles and components.
- Delivered a design system and style guide.

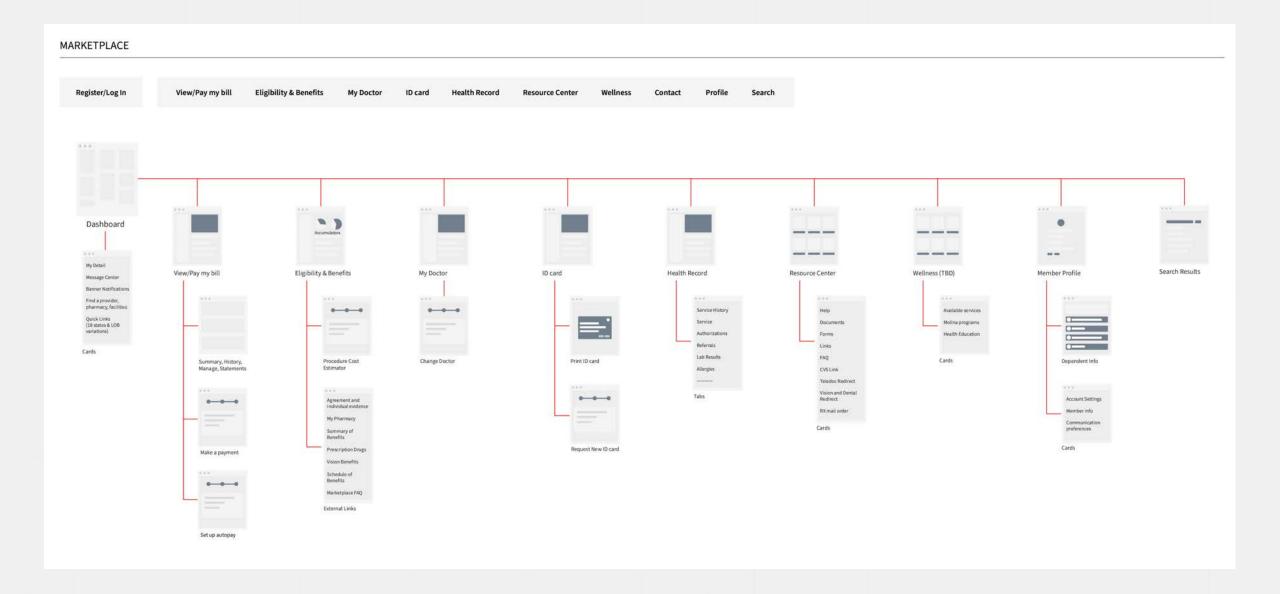




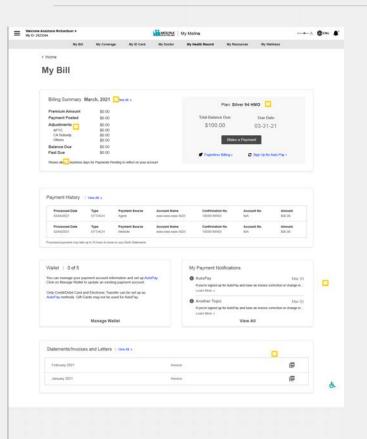
Legacy experience

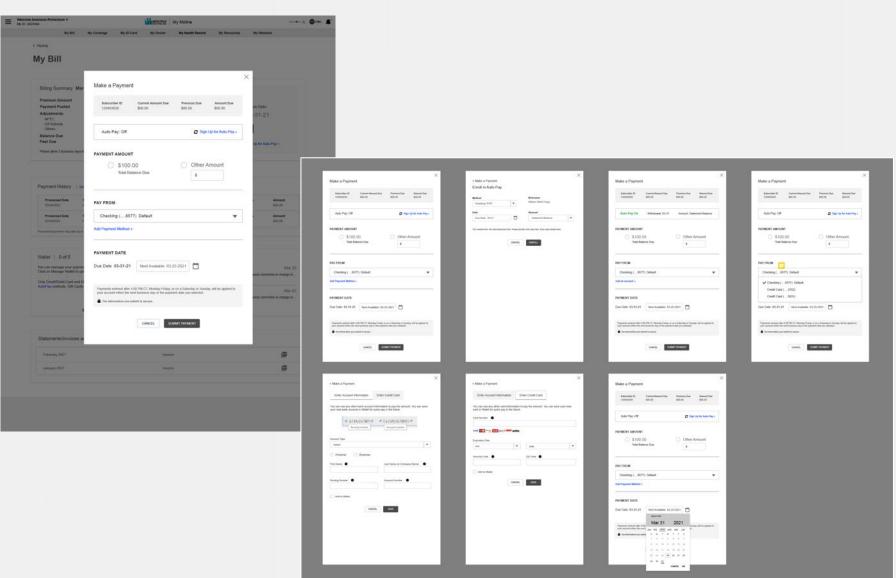


### Molina Healthcare Member Portal Site Map



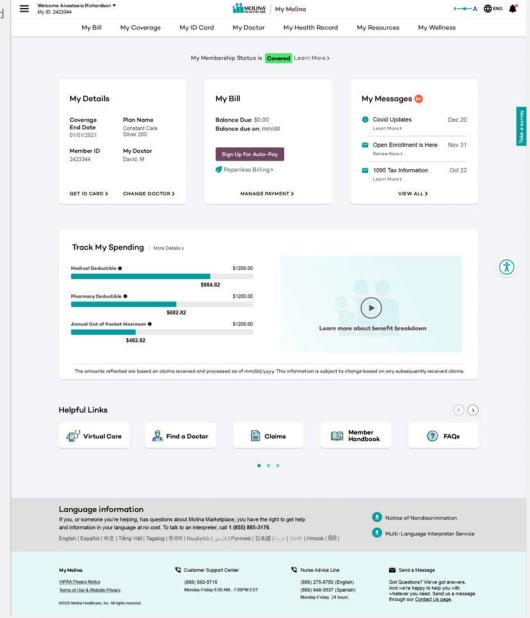
### Molina Healthcare Member Portal – Lo-fi wireframes

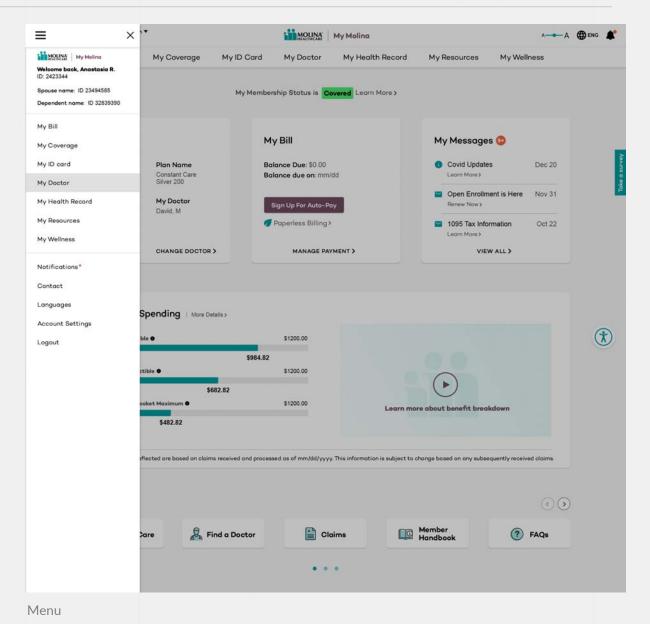




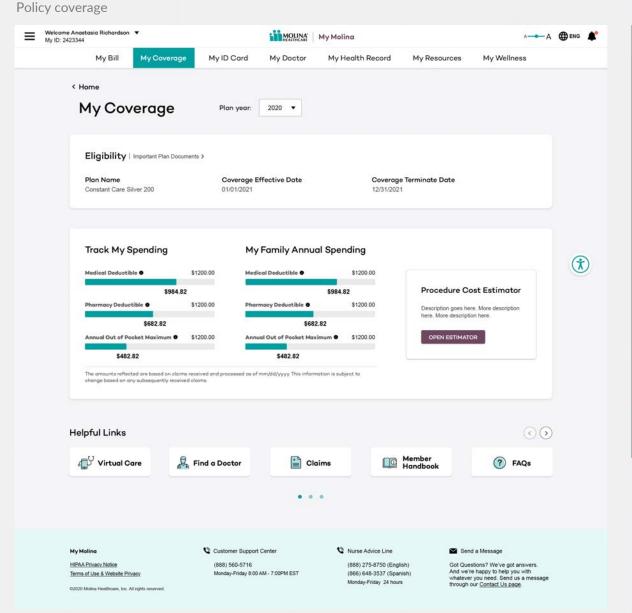
### Molina Healthcare Member Portal Redesigned

Dashboard

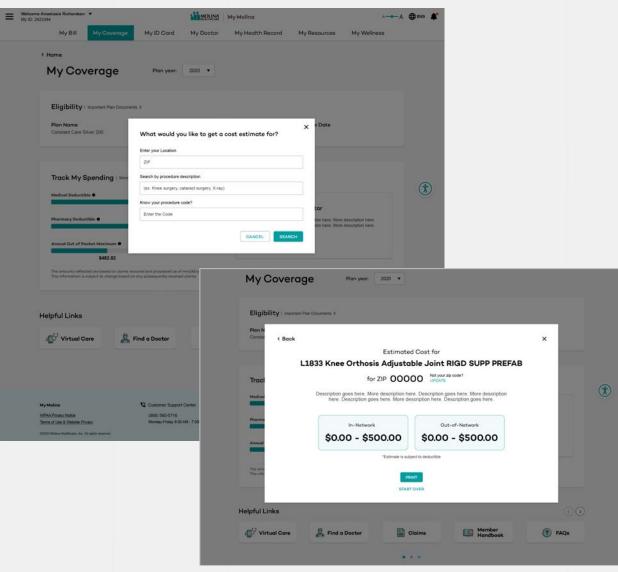




### Molina Healthcare Member Portal Redesigned

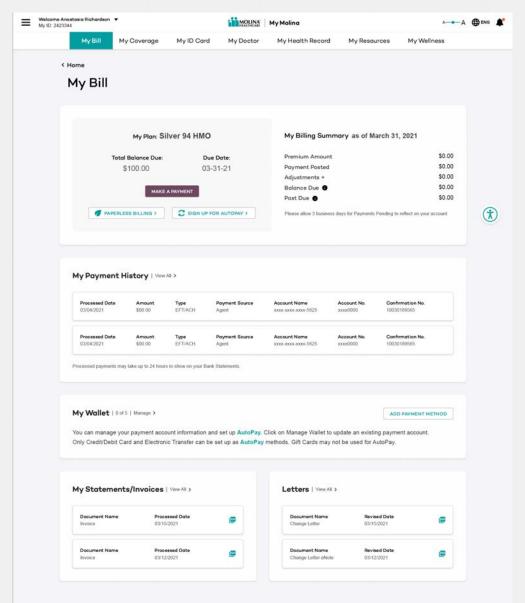


#### Procedure cost estimator

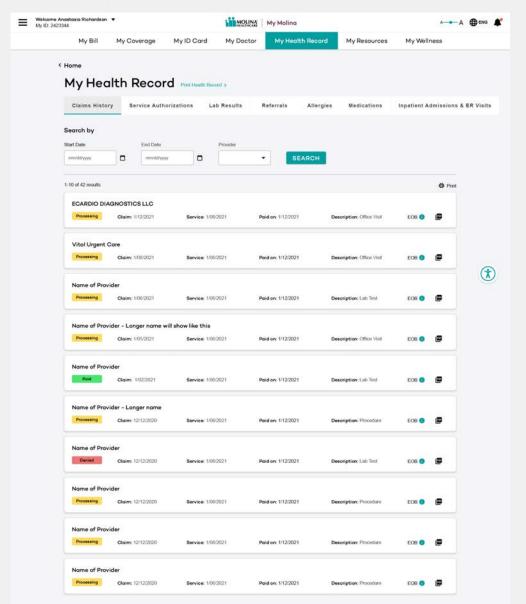


### Molina Healthcare Member Portal Redesigned

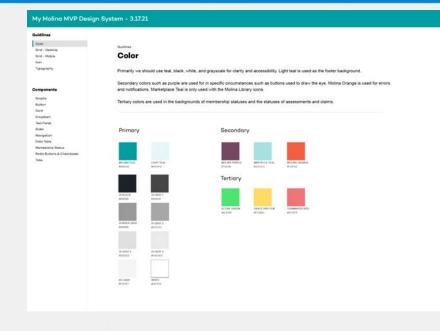
#### Billing dashboard

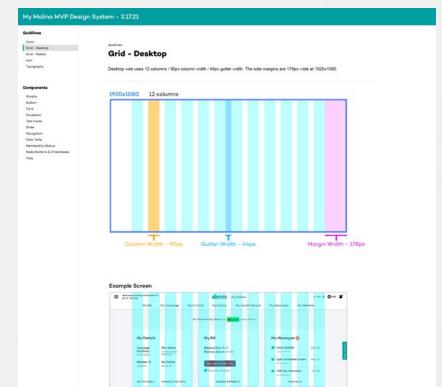


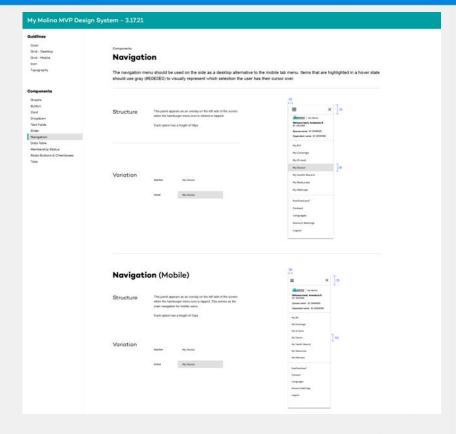
#### Health record



### Molina Healthcare Member Portal Design System



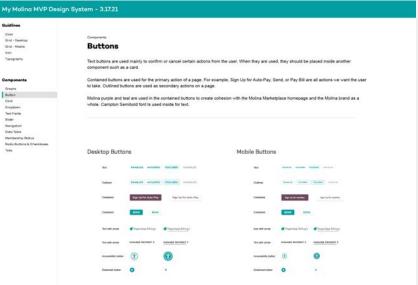




Gruf - Devistor

Typography

Graphs
Button
Cord
Dropdown
Test Fleids
Slider
Novigation
Data Table



# Toyota/Lexus Dealer Portal

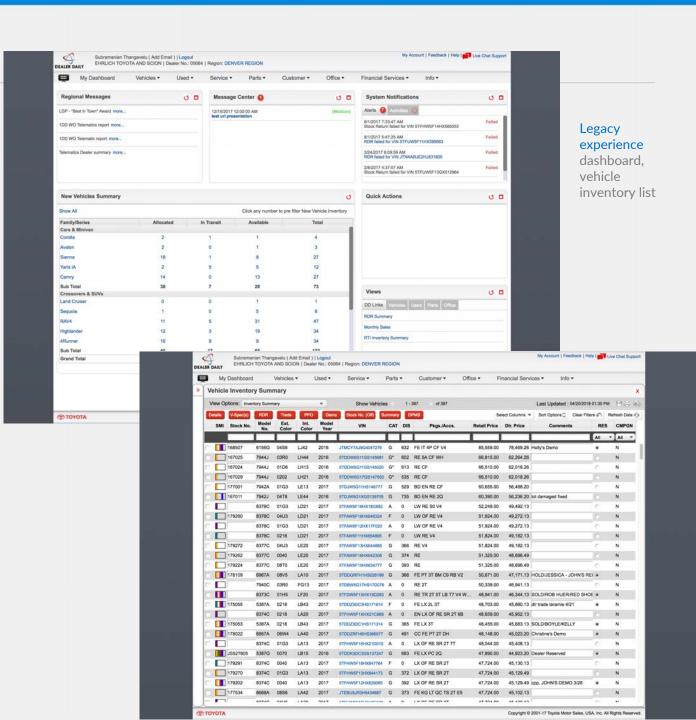
### Toyota/Lexus Dealer Portal

#### About the Project

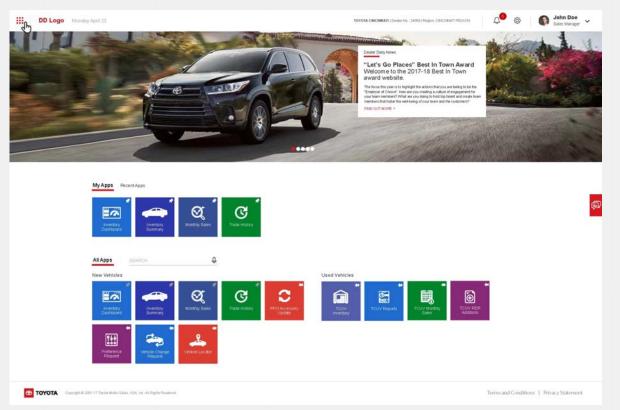
We were tasked to redesign a portal that served all dealers for an auto manufacturer. The process involved workshops, user interviews/testing, design process in lo-fi and final wireframes built with prototypes in Adobe XD. I was the lead on the project working with UX/UI designers, product managers, business analysts and researchers.

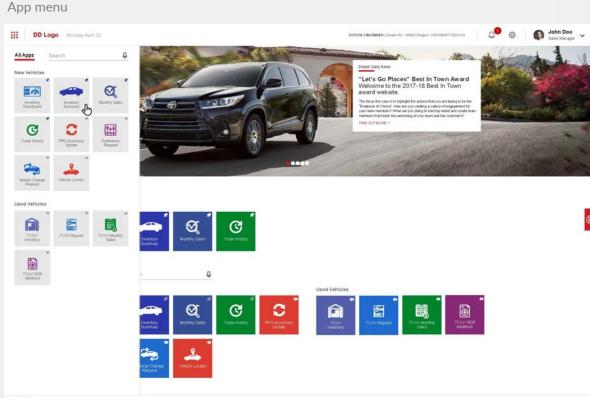
#### **Process**

- User interviews to get insight into legacy portal.
- Iterative design process to solve user friction, clarify content, optimize overall flow.
- New features like parts ordering work-flow as well as enhanced filtering were designed.
- Templatized experience to have a single UX for both 'Lexus' and 'Toyota' brands in the application.



### Toyota/Lexus Dealer Portal - Dealer Landing Page



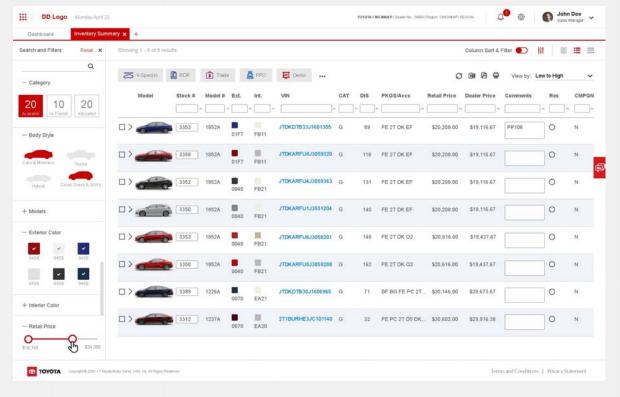


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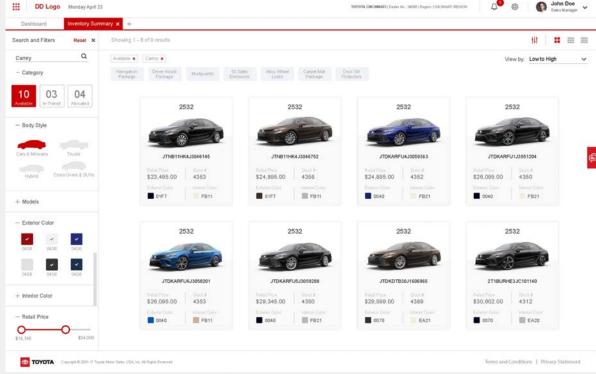
TOYOTA Copyright © 2001-17 Toyota Motor Eases, USA, Inc. All Rights Reserved.

### Toyota/Lexus Dealer Portal - Inventory Summary

#### List view

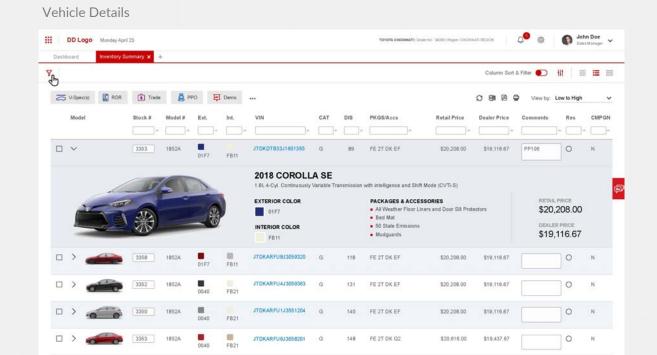


#### Grid view

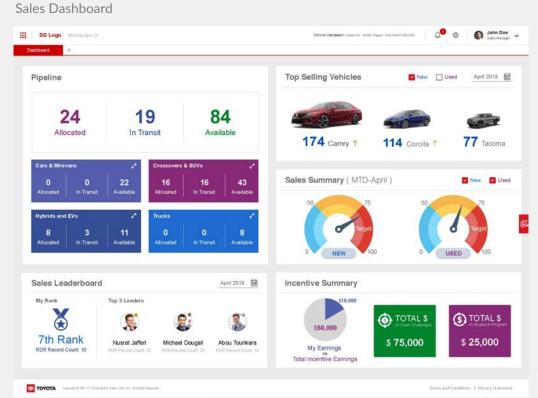


### Toyota/Lexus Dealer Portal - Inventory Summary

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Capital Group Fund Transaction App

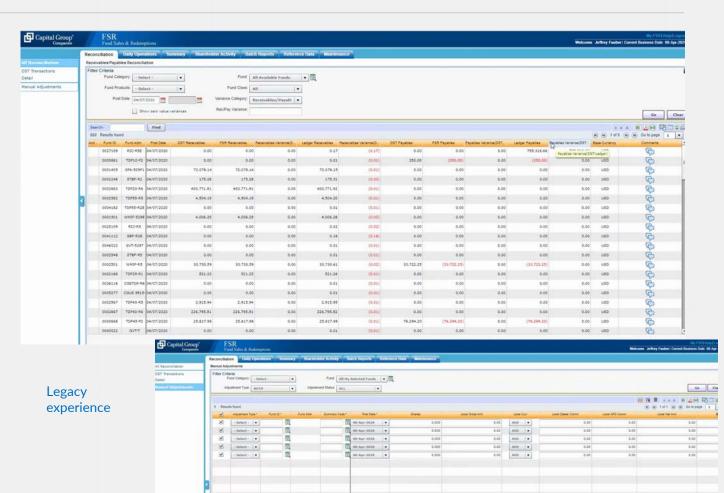
### Capital Group Fund Transaction App

#### About the Project

I was a lead on legacy app redesign project for Capital Group. We worked in agile approach to redesigning a portal that displayed funds transactions. Worked with product managers, business and dev to optimize experience and develop new features.

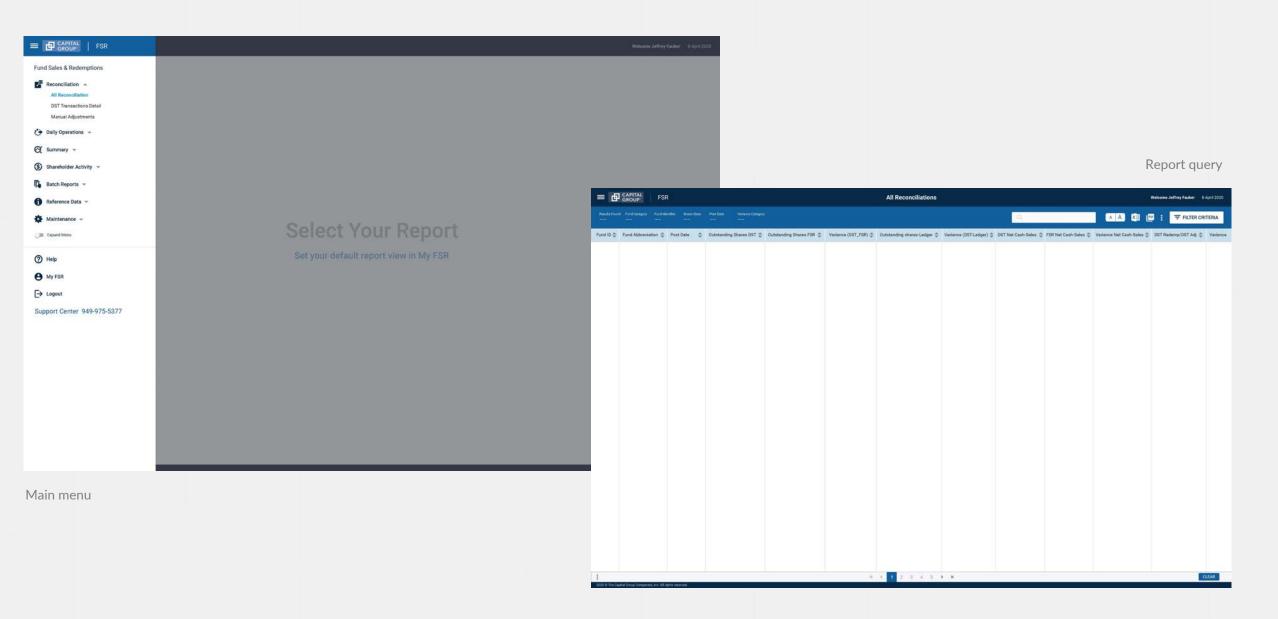
#### **Process**

- User interviews/business workshops to get insight into legacy portal.
- Iterative design process to solve user friction, optimize overall navigation and work-flow.
- Navigation framework redesigned.
- Based on Material Design components.

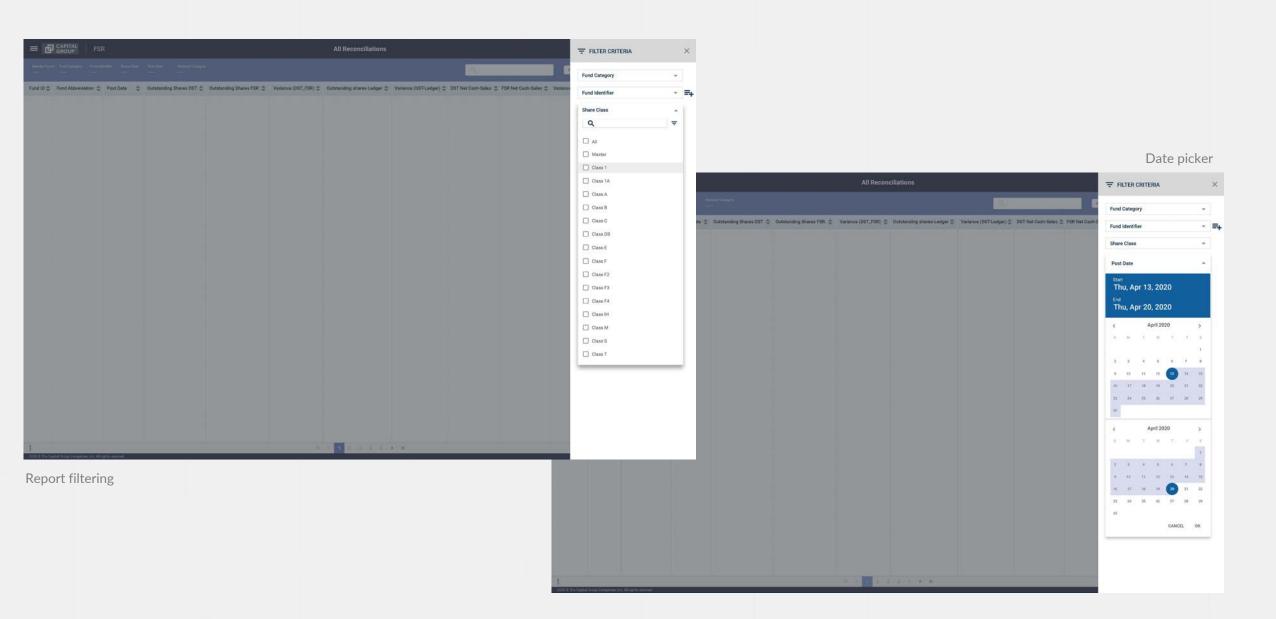


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### Capital Group Fund Transaction App Redesigned



### Capital Group Fund Transaction App Redesigned



### Capital Group Fund Transaction App Redesigned

All Reconciliations FSR Welcome Jeffrey Fauber 8-April-2020 Variance Category Q 11000044-AAAA 11000044-AAAA Class 1 Fund ID . Fund Abbreviation . Outstanding Shares DST 😩 Outstanding Shares FSR 😩 Variance (DST\_FSR) Doubtanding shares-Ledger Variance (DST-Ledger) DST Net Cash-Sales Variance Net Cash-Sales DST Redemp/DST Adj Variance Filter V Filter v 0000063 TDF20-A 1/22/20 306.044 3999.99 13.07 1000443 0 1000443 1000443 1000443 001021 0 -193.31 0 0002263 TDF20-R2 1/22/20 -14.963 12.92 2002293980 0 2002293980 2002293980 2002293980 021000 TDF20-A -5720.824 -75000 13.11 84887855 1 84887855 84887855 84887855 024010 1 0000063 1/22/20 -1119.76 1340059840 1 1340059840 1340059840 0000063 TDF20-A 1/22/20 -85.413 13.11 1340059840 024010 1 TDF20-A 1/22/20 -55.973 -733.8 13.11 83792840 1 83792840 83792840 83792840 024010 1 0000063 1 0000063 TDF20-A 1/22/20 0.191 2.5 13.11 1340059639 1340059639 1340059639 1340059639 004030 1 0000063 TDF20-A 1/22/20 0.193 2.53 13.11 1340059639 1 1340059639 1340059639 1340059639 004030 1 5.17 13.11 1 1 0000063 TDF20-A 1/22/20 0.394 1340061169 1340061169 1340061169 1340061169 004030 0000063 TDF20-A 1/22/20 0.571 7.48 13.11 1340061169 1 1340061169 1340061169 1340061169 004030 1 TDF20-A 1.559 13.11 67050989 1 67050989 67050989 1 1/22/20 20.44 67050989 004030 0000063 2.044 13.11 1340061129 1 1340061129 1340061129 1 0000063 TDF20-A 1/22/20 26.8 1340061129 004030 TDF20-A 2.652 34.77 13.11 # 226 226 226 004030 1 0000063 1/22/20 13.11 942923485 942923485 0000063 TDF20-A 1/22/20 2.655 34.81 942923485 942923485 004030 1 0000063 TDF20-A 1/22/20 3.814 50 13.11 1340061626 1 1340061626 1340061626 1340061626 004030 1 0000063 TDF20-A 1/22/20 4.581 60.06 13.11 1340062612 1 1340062612 1340062612 1340062612 004030 1 0000063 TDF20-A 1/22/20 6.455 84.63 13.11 1340059792 1 1340059792 1340059792 1340059792 004030 1 TDF20-A 1/22/20 9.215 120.81 13.11 1340063716 1 1340063716 1340063716 1340063716 004030 1 0000063 0000063 TDF20-A 1/22/20 13.853 181.61 13.11 83792840 1 83792840 83792840 83792840 004030 1 TDF20-A 1/22/20 14.577 191.1 13.11 67050989 1 67050989 67050989 67050989 004030 1 0000063 0000063 TDF20-A 1/22/20 26.123 342.47 13.11 63899463 1 63899463 63899463 63899463 004030 1 0000063 TDF20-A 1/22/20 26.714 350.22 13.11 1340063717 1 1340063717 1340063717 1340063717 004030 1 0000063 TDF20-A 1/22/20 38.117 499.71 13.11 226 1 226 226 226 004030 0000063 TDF20-A 1/22/20 40.33 528.72 13.11 1340062840 1 1340062840 1340062840 1340062840 004030 1 0000063 TDF20-A 1/22/20 194,911 2555.28 13.11 85155730 1 85155730 85155730 85155730 004030 1 1 1 0000063 TDF20-A 1/22/20 351.095 4602.85 13.11 226 226 226 226 004030 0000663 TDF20-F2 1/22/20 -21.391 -279.8 13.08 1980120052 1 1980120052 1980120052 1980120052 024010 TDF20-F2 -4.237 13.08 1980120001 1 1980120001 1 0000663 1/22/20 -55.42 1980120001 1980120001 024010 0000663 TDF20-F2 29.993 392.31 13.08 1980120134 1 1980120134 1980120134 1980120134 004030 1 1/22/20 TDF20-F3 -1.914 13.11 3015930001 1 3015930001 3015930001 3015930001 024010 1 0000763 1/22/20 -25.09 0000763 TDF20-F3 1/22/20 13.291 174.24 13.11 3015930001 1 3015930001 3015930001 3015930001 004030 1 TDF20-R1 1/22/20 -138.309 -1792.48 12.96 1342062921 1 1342062921 1342062921 1342062921 024010 31 0002163 2 3 4 5 M

Report generated

# Corporate IT Service Portal

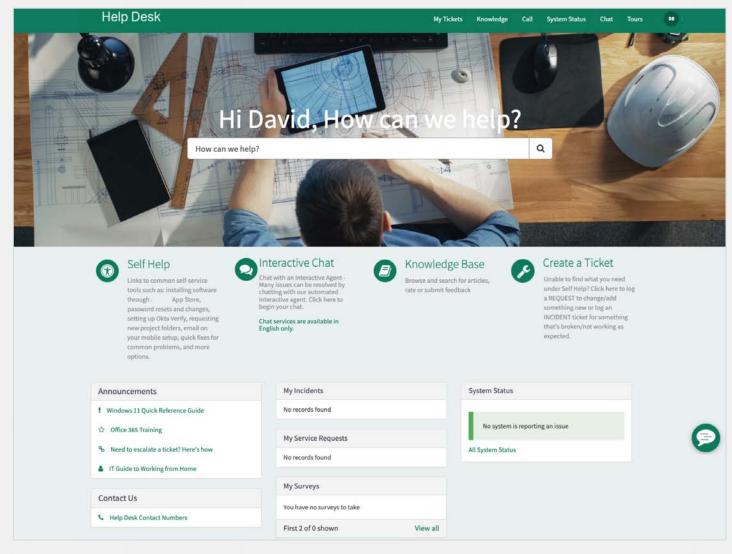
### Corporate IT Service Portal Redesign

#### About the Project

We were tasked redesign an IT Service Portal for a global construction firm. Servicenow platform provided the framework but we had to optimize overall user experience on the site that services thousands of employees.

#### **Process**

- User interviews/stakeholder workshops to get insight into legacy portal.
- Iterative design process to solve user friction, optimize overall navigation and work-flow.
- Personalized experience for employees, new hires, managers and others in the organization to quickly submit requests and report IT incidents.
- Provided UX and UI framework and worked with designers to deliver MVP product design within 6 weeks



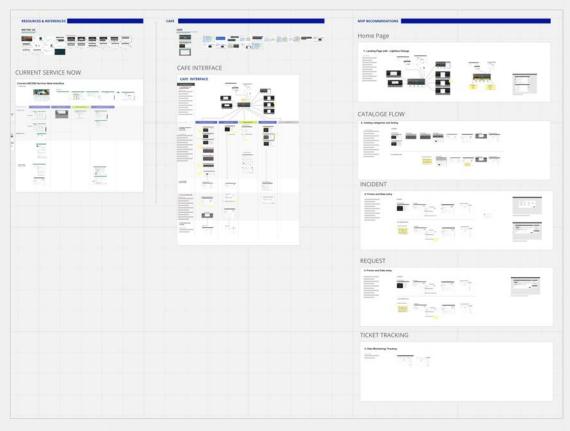
Legacy experience

### Workshop and Product Definition/User Journey

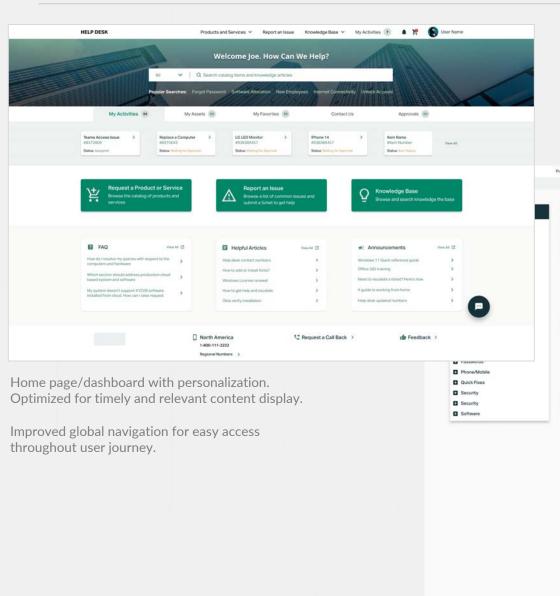
Stakeholder / User Interview Session Output



Detailed analysis of current user flow and optimized user flow



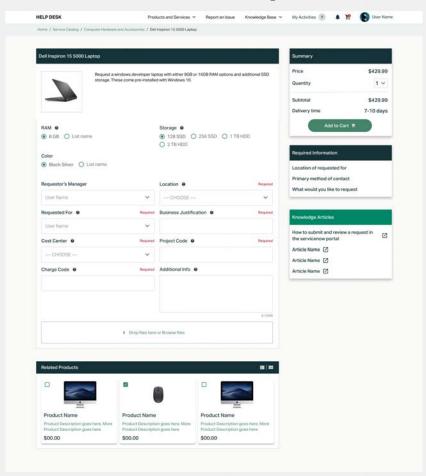
### Final Product Delivered



Optimized category page for quicker navigation and personalization



Improved product page with related products and relevant knowledge base articles



THANK YOU

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Email: slimsocal70@gmail.com