

Aaron Limbu

UX/UI, Product Designer

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Portfolio: <https://aaron-limbu.webflow.io/>

DESIGN EXPERIENCE

Aigens - 6 mos contract extended to 9

Hybrid | Hong Kong

UX/UI Designer - Asia Pacific

March 2023 - present

- Utilized 'Token Studio for Figma' to build a 3 tier design system through tokens to create a platform-specific .json file, which when updated on Figma would update the centralized repository.
- I also took charge of comprehensive design system documentation. It serves as a complete guide detailing the development process and usage of the design system. It encompasses essential elements such as the style guide and guidelines crucial for maintaining visual consistency and making scalable design decisions across all of Aigens' products.
- Collaborated with our developers in Indonesia to ensure consistency between coded components and Figma designs in the design system.
- Designed wireframes, user flows, mockups and prototypes to establish a new comprehensive library of standardized designs for Aigens, targeting the mass market. Additionally, I collaborated with the development team in Indonesia to ensure consistency between coded mockups and Figma designs.
- Collaborated with clients such as Pizza Hut, Maxim's, Pret A Manger, OSS, Watami, Burger King and Nando's to improve UI and UX by creating wireframes, mockups, and implementing front-end revisions tailored to their specific business requirements.
- I conducted two workshops for my colleagues on the topic of design tokens. The first workshop was titled "Creating Tokens 101 - Token Studio + GitHub: Connecting and Utilizing them Together." The workshop focused on explaining the connection between Token Studio and GitHub, and how they collaborate seamlessly. The second workshop was titled "Tokens and Components Tutorial." This workshop provided a comprehensive tutorial on design tokens and components, covering their importance and practical implementation in design projects.
- Designed a new business account login and registration for Aigens using existing data from clients.

SENtoR - volunteer

Remote | Hong Kong

UX Designer

April 2022

- Engaged in a social innovation project as a volunteer, contributing to the design of an app and website catering to children with special needs, facilitating their connection with tutors and therapists.
- Key responsibilities included developing empathy maps, designing product sitemaps, and creating wireframes.

PetCare - Google UX Design course project

Remote | Hong Kong

UX/UI Designer

Sept 2021 - March 2022

- Focused on designing a subscription-based food app targeting pet owners with medical issues, aiming to save them time and money on vet clinic visits.
- Conducted user research, interviews, and usability tests to inform iterative design improvements.
- Developed storyboards, wireframes, prototypes, and UI elements to deliver a user-friendly final product.

Spotify Live for Podcast - bootcamp project

In-person | Hong Kong

UX/UI Designer

Oct 2020, 2 months

- I re-designed Spotify's podcast section to drive increased listenership by implementing a Live broadcast section, utilizing the Double Diamond design process.
- Conducted comprehensive research, including competitor analysis and quantitative/qualitative research methods to identify pain points and inform the design solution.
- Created sitemaps, wireframes, and high-fidelity prototypes to execute the design solution effectively.

EDUCATION

Google UX Design Certificate

Coursera

July 2021 - April 2022

Completed rigorous training designed for entry level job readiness. Completed hands on projects and developed a portfolio to receive the certificate.

Part-Time UX Design

Xccelerate

September 2020

UX Design (Mastering Prototypes)

Xccelerate

December 2020

Introduction to Typography

Coursera

January 2022

Bachelor of Journalism and Media

JAIN University

May 2014 - June 2017

SKILL SET

Design

Affinity Maps - User
Journey Maps -
Storyboarding -
Wireframes -
Prototypes - Visual
Design - Information
Architecture - User
Flow - Design Systems -
Typography - Web
Design - Inclusive
Design - Accessibility

Technical

Figma - Adobe XD -
Webflow - Miro -
Whimsical - CSS - HTML

Writing/Research

User Research -
Usability Testing -
Empathic Listening -
Generative and
Evaluative Research -
User Interview - Data
Synthesis - Content
Writing - Copywriting -
SEO Writing -
Reporting - Editing -
Copy Editing - Proof
Reading

Management

Airtable - Notion

WORK EXPERIENCE

Aigens (contract 9 months)

Hong Kong

UX/UI Designer - Asia Pacific

March 2023 - present

- Contributed to the development of the company's design system by building design tokens, components, and a component library. Created comprehensive documentation to support the design system's implementation and usage.
- Collaborated with the development team to successfully implement new components within the company's products, ensuring a standardized user interface (UI) across the board.
- In addition, actively involved in enhancing the user experience for Aigen's clients by refining wireframes and mockups to optimize customer satisfaction.
- Contributed to the product team tasked with developing a comprehensive library of Aigens' standard designs targeting the mass market. Main responsibilities included creating wireframes and prioritizing user needs and accessibility.

Blockchain.News

Hong Kong

Content Designer, Data Analyst and Content Writer

Oct 2021 - Dec 2022

- Designed user-centric content tailored to meet the needs and requirements of readers while aligning with the company's business goals.
- Conducted research on various blockchain-related topics, including cryptocurrencies and NFTs, for daily stories and reports.
- Conducted interviews for feature stories and other content. Managed social media posts and supervised overseas writers. Edited copies adhering to SEO guidelines.

Chain Valley (side start-up project with friends)

Remote | Hong Kong

Product Designer

Feb 2022 - Present

- Led the development of a comprehensive design guideline incorporating UX/UI principles.
- Managed the ongoing Product Design phase, encompassing website and educational course design.
- Created content for social media posts and YouTube, including scriptwriting for video content production.
- Initiated weekly divergent thinking meetings with the team.
- Provided support in content marketing efforts.

China Daily

Hong Kong

Web Sub-Editor and Writer

July 2018 - Oct 2021

- Authored and published a weekly online lifestyle column on the company's website, employing user-focused copywriting techniques.
- Crafted user-centric feature stories and designed engaging photo stories for publication on the company's website.
- Ensured the inclusion of appropriate, accurate, and visually appealing elements on the company's website.
- Edited and fact-checked content with a professional approach to maintain quality standards.
- Designed effective social media posts to engage and attract the target audience.
- Demonstrated proficiency in content management systems (CMS) through daily management of online web content.
- Utilized analytical tools to deliver timely and accurate reports for China Daily's website.
- Implemented a user-focused strategy to enhance the quality of online articles, including writing SEO headlines, blurbs, and captions to simplify content for website visitors.
- Uploaded print content onto the website, incorporating user-centric designs and visuals for improved accessibility.
- Actively sought out new platforms, partnerships, and practices to drive traffic and expand China Daily's audience.