

Nick Lim

PRODUCT DESIGN LEAD • UX & PRODUCT STRATEGY

60%

ENGINEERING
OVERHEAD REDUCED

300%

FEATURE VELOCITY
INCREASE

\$1.50

INTERNAL DAM BUILT
WITH AI

\$500k

NEW REVENUE IN 12
MONTHS

PROFESSIONAL SUMMARY

Product design leader with **ten years of experience across insurtech, HR tech, edtech, and agency**. In the last four years, I led design teams across two markets at Oona Insurance, and before that at FWD Singapore. My design philosophies are **grounded in economics**, using product analytics and behavioural insight to connect design to conversion and business outcomes. I have a proven track record architecting scalable Design Ops and systems that cut engineering and design overhead. Lately, I've adopted an **AI-native** approach where I build with AI across operations, tooling, and product, from Nick.ai (an AI that codifies a design lead's judgement for succession) to internal tools and side products shipped end to end. My side projects ship as **working code rather than mockups**, and I've led a design team through adopting these same tools.

PROFESSIONAL EXPERIENCE

Senior Experience Designer Jun — Jul 2026
Chubb Insurance

- Scope:** Supported growth and proposition design across Fintech, Banking, and Mobility verticals in APAC, partnering with Grab, Atome, and DBS.
- Proposition Design:** Proposed and advised on product and journey redesigns — including an upgraded embedded insurance proposition for a digital payments partner and a Motor Renewals journey redesign — both progressing toward partner sign-off.

Group Design Lead Jun 2024 — May 2026
Oona Insurance

- Omni-Channel Architecture:** Directed end-to-end UX/UI strategy for DTC, Agent (Kahoona), and Admin portals, leading a team of 3 designers (2 senior, 1 junior) across two markets. Led ground-up revamp of Kahoona, unifying Indonesia and Philippines markets into a single platform across General, Life, and Health Insurance.
- Behavioural Data Breakthrough:** Initiated a "What-If" analysis of a Travel product; manually synthesised qualitative user patterns with quantitative drop-off data to identify critical friction in the "Buy for Family" flow — cascading a pivot in pricing strategy and group-size functionality.
- Design Systems & Efficiency:** Architected a unified Design System (Material UI) resulting in 60% reduction in engineering overhead and 300% increase in feature deployment velocity; scaled down frontend dev resources from 10 to 4.
- AI-Native Workflow Architecture:** Decided how the design team adopted AI: set the tooling, the guardrails, and where LLM-assisted work belonged in the design lifecycle (Claude, Figma AI) — cutting Discovery-to-High-Fidelity timeline by 50%, automating documentation, and letting a leaner team hold the same scope.
- Design Ops & Knowledge Governance:** Architected comprehensive Design Ops framework — version history control, Figma file architecture, Confluence knowledge base — improving team output while reducing design capacity by half.
- High-Stakes Partnerships:** Principal Designer for regional Tier-1 integrations including GCash, Globe, VFS, EastWest Bank, Tesla, and Palawan Pay across multiple markets.
- Rapid Tool Engineering:** Engineered a custom internal DAM in under 5 hours using AI-assisted workflow at a total cost of \$1.50 — eliminating the need for expensive SaaS subscriptions.

Senior Product Designer Nov 2022 — Jun 2024
FWD Singapore

- Platform Design & Systems:** Oversaw end-to-end UI/UX for the FWD Singapore consumer website and omnichannel ecosystem — supporting Policy Services, Marketing, and Agency digital assets — while implementing a design system that reduced website design effort by over 50%, enabling faster insurance product launches.
- Mobile-First Product Innovation:** Led the UX and product design of a native Travel insurance repurchase journey on the FWD mobile app — leveraging the app's secure wrapper to enable one-tap policy renewal, eliminating re-entry friction for returning customers and fundamentally rethinking what "buy again" could mean in insurance.

CONTACT

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CORE SKILLS

Product & Growth Strategy

PRODUCT ANALYTICS

PostHog

SQL

Funnel Analysis

Cohort Analysis

GROWTH HACKING

CRO

A/B Testing

Retention Metrics

STRATEGY

JTBD Framework

Roadmapping

MANAGEMENT

Jira

Agile / Scrum

Research & Behavioural Insights

CHOICE MODELLING

MaxDiff

CBC

BEHAVIOURAL ECONOMICS

Behavioural Analysis

Incentive Design

TESTING

Usability Testing

A/B Testing

DISCOVERY

Qual/Quant Synthesis

Microsoft Clarity

Design & Systems Architecture

UI/UX

Figma

High-Fi Prototyping

DESIGN OPS

Material UI Systems

Confluence

AI-Native Building

AI TOOLING

Claude

Claude Code

Claude Cowork

Antigravity CLI

Gemini

ChatGPT

Figma AI

Figma MCP

AI-ASSISTED BUILDING

HTML / CSS / JS

Cloudflare Pages

Cloudflare Workers

Claude API

PRACTICE

AI-Assisted Prototyping

Team AI Adoption

AWARDS & RECOGNITION

- GCash Infinity Travel (Smart Flight Delay) — Top Honours**
GCash Awards Night 2026 • Led design
- Taekwondo Black Belt (1st Dan)**
Singapore Taekwondo Federation • Feb 2026
- Employee of the Year 2018**
Verz Design
- Employee Excellence Award 2017**
Verz Design

Team & Stakeholder Leadership: Led a team of 3 designers (2 senior, 1 junior, including a senior hire) while managing complex design requirements across Product, Tech, and Sales, including budgeting and performance of offshore contract resources.

Senior UX Designer / Product Owner Oct 2021 — Nov 2022
TalentMesh

- Hybrid Product Leadership:** Operated as dual Product Owner and UX Designer in a lean Scrum environment; translated complex business requests into detailed user stories and technical documentation.
- Validation & QA:** Executed full-cycle user research, usability testing, and wireframing while co-writing UAT tests to ensure quality developer deliverables.

User Experience Manager Feb 2020 — Sep 2021
ZilLearn

- Team Leadership:** Built and led a team of 4 designers (2 senior, 2 junior), hired ground-up.
- Platform Optimisation:** Led usability testing that raised the platform's SUS score by 20%.
- Efficiency Gains:** Spearheaded design system adoption during major frontend update, boosting team design efficiency by 25% within 3 months.

UX Strategist — Team Lead Jul 2017 — Feb 2020
Verz Design

- Revenue Growth:** Pioneered UX/UI Design service, generating over \$500k in new revenue within 12 months through strategic pre-sales and creative consultation.
- Achievement:** Promoted to Team Lead within 12 months. Employee of the Year 2018; Employee Excellence 2017.

Visual / Graphic Designer Dec 2014 — Aug 2016
Mo Design / First Concept

- End-to-End Production:** Managed design-to-production for bespoke print and fabrication projects; developed full-scale brand identities, social media strategies, and digital collaterals.

SELECTED PROJECTS

Nick.ai Apr — May 2026
Creator & Lead

- Problem-Solution:** Built an AI to hand over a design lead's judgement, not just files: it codifies design philosophy, the reasoning behind design-system decisions, and voice into a queryable Claude project for team succession.
- Technical Execution:** Shipped a public, guard-railed version on nicklimzf.com (Cloudflare Worker + Claude Haiku), rate-limited, with an enforced honesty doctrine so it won't invent metrics.

nicklimzf.com — Interactive Desktop Portfolio Jul 2026
Designer & Builder

- Problem-Solution:** Built a browser-based mini-OS as the portfolio itself, with windowing, drag and resize, and six interactive demos, so the work is experienced rather than described. The mobile version is thought through just as carefully.
- Technical Execution:** Designed and built it myself, front to back, using an AI-assisted workflow. Deployed on Cloudflare Pages with GA4 and PostHog for analytics.

GotJam? Jan 2026 — Present
Founder & Lead Product Designer

- Problem-Solution:** Designed and developed a localised traffic forecasting platform for Singapore-Johor checkpoints; real-time data ingestion via Telegram listeners and historical pattern databases (PostgreSQL).
- Impact:** Executed full product lifecycle from branding and UI to technical architecture — demonstrating a 0-to-1 product-market fit mindset.

- **Director's List × 4**
Nanyang Polytechnic, SIDM • 2009—2012

EDUCATION

Product Analytics for CXUX Optimisation
SMU Academy • Feb 2026

Growth Hacking for Product Managers
SMU Academy • Feb 2026

7 Habits of Highly Effective People
FranklinCovey • Apr 2019

Professional Diploma in Digital Marketing
Lithan Academy • Jun 2018

Bachelor of Design (Communication Design)
RMIT / SIMGE • Jul 2017

Diploma in Digital Media Design (Games)
Nanyang Polytechnic • Apr 2012