

RYLEI LIM

EDUCATION

Bachelor of Science in Digital Media

Aug 2021 – Mar 2026

Singapore University of Social Science

Diploma in Animation

2015 – 2018

Nanyang Polytechnic,
School of Interactive Design & Media

PRINCIPLES

- ◆ Interaction Design
- ◆ Visual Design
- ◆ Design Systems
- ◆ Prototyping
- ◆ Material Design
- ◆ Human Interface
- ◆ Storytelling
- ◆ Product Thinking
- ◆ User Research
- ◆ Systems Thinking
- ◆ Cross-functional Collaboration
- ◆ Motion & Micro-interactions

Product Designer with 3+ years of experience, specializing in system thinking, motion and interaction design

EXPERIENCE

Experience Designer (Contract)

Valtech

Mar 2026 – May 2026

- ◆ **Minor Hotels redesign:** Delivered quantitative guest insights and identified experience opportunities aligned with business goals

Product & Motion Designer

ShopBack

Sep 2021 – May 2024

- ◆ **Rebranding Efforts:** Enhanced ShopBack’s visual identity through its motion and icon design
- ◆ **Cashback System:** Designed a flexible rate modifier tool for targeted cashback, influencing ~\$8M in transaction behavior
- ◆ **Design System:** Delivered a scalable icon system and reusable components adopted by 80% of features, Streamlined Confluence that reduced guideline search time by 15 seconds
- ◆ **Motion Design:** Led the creation of micro-animations and interactions for onboarding, gifting, and ShopBack Spark, bringing delight and responsiveness to the user experience
- ◆ **Team Dynamics:** Fostered a collaborative culture, supporting teammates with feedback and brainstorming when needed

Lighting Artist

Tiny Island Production

Sep 2018 – May 2020

- ◆ **Look Development and Lighting:** Conceptualized and executed lighting for the kitchen, spaceship, and GUI scenes for a 4D ride in tight deadline
- ◆ **VFX and Rendering:** Lighting and VFX for some critical sequences in Disney’s Doug Unplugged and Food Truckers TV series, Recognized as a reliable team member for tackling buggy or tedious sequence fixes