

Gina Lim

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EDUCATION

SINGAPORE INSTITUTE OF TECHNOLOGY

SEP 2021 - PRESENT

Bachelor of Science (Honours)

- *Degree in Digital Communications and Integrated Media*

NANYANG POLYTECHNIC

APR 2017 – MAR 2021

Diploma in Business Management

- *Specialisation in Human Resources and International Business*

EXPERIENCE

BACK TO GROUND ZERO

SEP 2021 - PRESENT

Content Writer

- Launched the Humans of Sustainability initiative for partnerships and community outreach by collaborating with organisations and profiling their work on Instagram, increasing interest by 20%
- Wrote short-form content and interviewed individuals within the sustainability sphere with the intention of furthering environmental literacy, resulting in 32% greater reach
- Planned social strategy by corresponding with the Creative Team in monthly meetings to keep track of work progress and timelines

YOKOGAWA ENGINEERING ASIA

JUN 2020 – SEP 2020

Human Resources Intern

- Tasked with identifying opportunities to improve processes in the area of global talent trends by using HR analytics, receiving compliments from the Global Human Resources Director
- Prepared online training catalogues for people related programmes, helping team get outreach of 1,400+ employees
- Mapped employee taxes and health screening packages using Excel, improving efficiency and accuracy within the Immigration team

CAREERLINK TEP PROJECT CENTRE

MAR 2020 – MAY 2020

Human Resources Intern

- Tasked with liaising with businesses for job posting opportunities and streamlined process by establishing an interactive Excel tracking sheet system which was implemented across the unit, improving efficiency by 20%
- Improved brand awareness by creating recruitment posters and other collaterals for CareerLink's communication channels using Canva, resulting in 18% more impressions
- Conceptualised and edited an introduction video for CareerLink using DaVinci Resolve and Adobe Audition which was selected to be shown to 200+ sophomores in the course
- Showcased public speaking skills by conducting a LinkedIn workshop on Zoom to an audience of 70 students

SKILLS & SOFTWARE

Data Visualisation

Excel (Advanced)

Figma

Market Research

Microsoft Office 365 Suite

Project Management

Tableau

User Experience

Detail-Oriented

Flexible & Adaptable

Problem-Solving

Self-Motivated

Teamwork & Communication

ACCOMPLISHMENTS

Beyond The Screen Runner-Up

SEP 2022

- Designed user interfaces for Clappity chatbot and digital display panels in three weeks, utilising my expertise in Figma and Adobe Illustrator to successfully produce interfaces on time
- Conducted usability testing to identify areas of improvement in the UI through interviews, resulting in a new user flow and overhauled interface which led to higher satisfaction ratings

Social Innovation Project Top Four Teams

AUG 2022

- Tasked with improving environmental awareness for the deaf and devised a watch by conducting user research to identify painpoints, resulting in the team placing in the Top Four among 15 groups
- Reduced knowledge gaps by working in a cross-functional team of engineers and designers to ensure that the final product met all design and functionality requirements
- Collaborated with the team to create wireframes, personas and high-fi prototypes using Figma to explore different design concepts, leading to increase in perceived usability by 20%

PitchFest Competition Second Runner-Up

DEC 2021

- Created a series bible outlining my vision and direction for a closed-door pitch to a panel of producers, screenwriters, and network executives, leading to queries about the show

PUB Social Movement Competition Semi-Finalist

JAN 2020

- Proposed an integrated marketing campaign about saving water using online and offline channels which resulted in the team placing as semi-finalists in in-house judging