

Catherine Y. Lim

DESIGNER + RESEARCHER

web
www.catherinelim.com

email
catherine.y.lim@gmail.com

EXPERIENCE

98point6 Clinic experience

Senior UX Designer
Apr 2021 – Mar 2023

Led design and research to implement strategic product improvements for the clinician experience

Shipped new end-to-end clinician experiences to expand behavioral health offering

Senior UX Researcher
Oct 2019 – Apr 2021

Influenced key changes necessary to pivot internal product into enterprise digital health platform

Contributed to growing design system

Shaped health equity initiatives as member of internal working group

Kaiser Permanente WA

UX Researcher / Designer
Sep 2016 – Apr 2019

Engaged diverse groups of clinical and business stakeholders in human-centered design

Developed digital tools to facilitate patient-centered conversations about health priorities

Introduced novel research methods to improve patients' experiences of understanding the costs of care

Designed end-to-end mobile app experience to evaluate models for behavior change

Published 12 papers to peer-reviewed conferences and journals in HCI, Design, and Clinical Informatics

University of Washington

Research Assistant,
Teaching Assistant
Mar 2014 – Sep 2016

Conducted qualitative interviews, focus groups, and participatory design for studies in health care, public health, and nutrition

Published 8 papers to peer-reviewed design conferences and journals

Assisted teaching 2 core undergraduate design courses

East Bay Asian Local Development Corporation

Communications Manager
Mar 2010 – Jul 2013

Planned and executed communications and PR strategies; produced multimedia storytelling content

Administered CRM database

Raised \$1.5M in unrestricted revenue through fundraising events and campaigns

Led program development strategy with technology focus

Asian Community Development Corporation

Communications Associate,
Programs Coordinator
Jun 2008 – Mar 2010

Collaborated with community partners on design of *Participatory Chinatown*, a mass multiplayer video game for encouraging community participation in urban planning

Coordinated programs for youth and bilingual first-time homebuyers education

Produced Films at the Gate, outdoor Kung fu film festival

EDUCATION

M.Design Interaction Design

University of Washington
Seattle, WA
Sep 2013–Jun 2016

B.A. Visual Studies Urban Studies

University of Pennsylvania
Philadelphia PA
Sep 2004–May 2008

SKILLS

Workshop facilitation
Storyboarding
Wireframing
Prototyping
Visual design
Data visualization
Video production

METHODS

Interviews
Surveys
Usability testing
Contextual inquiry
Co-design
Consensus-building
Quant analysis in Tableau