

## Lime Song

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### Meta *Product Designer* 2025 – Present

- Led design across creative, formats, and conversation for a new Messenger paid messaging placement, projected at \$0.95B gross revenue by 2030.
- Redesigned WhatsApp quick replies to be more conversation-focused, moving from rich message format buttons to pill-style suggested messages based on user research.
- Shipped WhatsApp identity redesign, eliminating a creation-flow friction point tied to ~5% revenue loss.
- Won two AI hackathon awards: People's Choice at Meta's Global Hackathon (198 projects) and Business Value Runner Up at BizMsg AI Hackathon, designing conversational AI agent interfaces.

### Need *Lead Product Designer* 2022 – 2025

- Led design vision for a patient and provider mobile app to improve cancer outcomes, securing a partnership that drove the acquisition of 300k users.
- Redesigned the end-to-end experience of the AI-first mobile app for cancer prevention and early detection, increasing app engagement by 15%.
- Designed internal agentic workflow tools for 100+ cancer specialists, streamlining complex clinical workflows and reducing turnaround time by 25%.
- Revamped a design system incorporating new branding and optimized foundations shared across both apps, reducing design and development time by half.
- Crafted a conversational experience to assist cancer insurance policyholders with cancer-related questions and symptoms, defining the LLM's tone, voice, and chat interactions.

### Microsoft *Product Designer* 2021 – 2022

- Designed an identity and security feature for Edge browser enabling admins to enforce organizational policies on remote employees' work profiles.
- Revamped rewards features in the profile experience to increase user sign-ins and align with the new visual system.

### Supermove *Founding Product Designer* 2020 – 2021

- Launched 0→1 features that increased ARR from \$400K to \$1.2M in 1.5 years.
- Designed across the full moving cycle - web dashboard for dispatchers, tablet app for estimators, and mobile app for truck drivers.

### Uber *Product Design Intern* 2019

- Designed a responsive web dashboard to increase load visibility for warehouse managers.
- Conducted in-person user and market research to identify pain points and surfaced findings that shaped two primary user flows for different warehouse types.

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## Education

- **Rhode Island School of Design** – BFA Industrial Design '20
- **Brown University** – Selected Courses in CS, UI & UX
- **MIT** – Selected Courses in Product Design & Development

## Skills

- **Design expertise:** Brand Design, Conversation Design, Design Strategy, Design System, Product Management, Prompt Design, Prototyping, UI Design, Usability Testing, User Research, UX Design, Visual Design
- **Tools:** Adobe Suite, Claude, ComfyUI, Cursor, Figma, Framer, HTML/CSS, Manus, Midjourney, Next.js, Nano Banana, Obsidian, Paper, Principle, Protocie, Vercel