

**DISRUPT  
AND  
DEFINE**

**STEVE LIM**

**LEADING OMNICHANNEL EXPERIENCES**

# PROFILE

---

## ABOUT

---

Design is the quiet architecture of intuition. A seamless journey is no longer enough in the world of endless distractions. To be truly seen is to disrupt in order to pierce through the digital and physical noise with a visual impact that commands attention. My design philosophy revolves around intentional friction, the art of breaking the rhythm of the mundane and the creation of surprise.

Strategic design leader with 10+ years of experience leading multidisciplinary teams across brand design, product design, UX, digital and omnichannel experiences. Proven track record driving customer-centered design initiatives, scaling design operations, and delivering high-impact digital and phygital products across global markets. Experienced leading cross-functional collaboration with product, engineering, analytics, marketing and creative teams to deliver scalable user experiences that improve engagement, operational efficiency, and business growth.

**STEVE LIM**

---

## DIGITAL EXPERIENCES

---

- **MIGHTY JAXX**  
E-commerce website and app
- **STRANGER THINGS EXPERIENCE**  
Digital ticketing platforms
- **FANHYPE**  
Digital artist support platforms

---

## BRAND EXPERIENCES

---

- **BRAND IDENTITY**  
Mighty Jaxx Subbrands,  
Superkraft, Premiumworked
- **POP-UPS**  
MJ x Artisynx, Taipei SKM
- **EVENTS**  
Atmos Japan
- **VM DESIGN**  
MJ x Mandai, MJ Signature VM

---

## CONTACT

---

### WEBSITE

[www.stevelimsenghee.com](http://www.stevelimsenghee.com)



### EMAIL

[limsenghee@gmail.com](mailto:limsenghee@gmail.com)

### MOBILE

+65 9018 6887

**LEADING OMNICHANNEL EXPERIENCES**

# DIGITAL EXPERIENCES

**STEVE LIM**

**LEADING OMNICHANNEL EXPERIENCES**

# E-COMMERCE WEBSITE AND APP

Mighty Jaxx

## Scaling a connected e-commerce & customer engagement ecosystem

### 1.1 : PROBLEM & STRATEGY

#### ROLE

Creative Director, UI/UX Lead, Product & Brand Experience

#### TEAM

- Product • Engineering • Marketing
- CRM • Operations • Customer Support

#### OBJECTIVE

Redesign Mighty Jaxx's digital commerce ecosystem to improve onboarding, customer engagement, conversion performance, and long-term retention across web and mobile platforms.

#### THE PROBLEM

The existing experience had grown fragmented as the business scaled:

- Inconsistent customer journeys across web and mobile
- Onboarding friction for new users
- Limited scalability for future features and campaigns
- Inconsistent UI patterns across the ecosystem
- Insufficient engagement features supporting long-term retention

#### STRATEGIC PRIORITIES

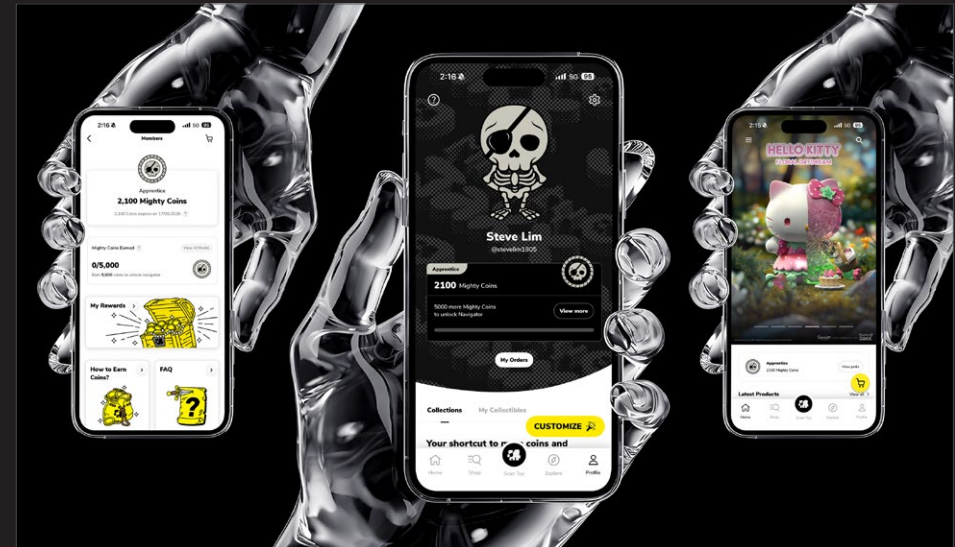
- Improve onboarding and usability
- Increase customer engagement and conversion
- Build scalable design systems
- Create consistency across digital touchpoints
- Strengthen retention through connected experiences

#### KEY RESPONSIBILITIES

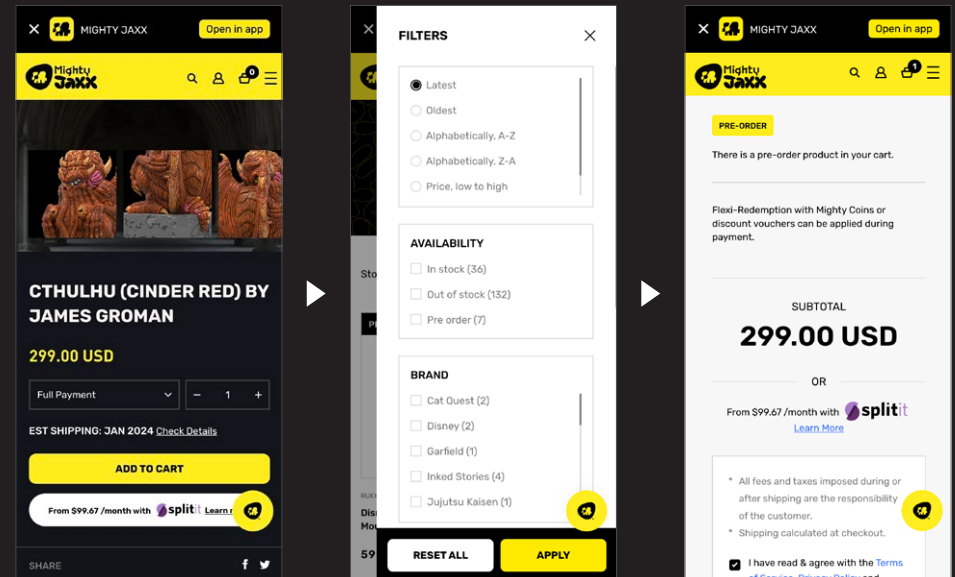
- UX strategy and direction
- UI system development
- Cross-functional collaboration
- Product experience optimization
- Design operations alignment

## APP AND WEBSITE DESIGN OVERVIEW

### Collector App



### E-commerce Web Platform



Product Information

Product Filters

Shopping Cart

# E-COMMERCE WEBSITE AND APP

Mighty Jaxx

Scaling a connected e-commerce & customer engagement ecosystem

## 1.2 : UX THINKING & PRODUCT DECISIONS

### UX OPTIMIZATION & ITERATIVE DESIGN

#### Key Challenges

Users experienced friction across:

- Onboarding
- Navigation
- Product discovery
- Account engagement
- Checkout journeys
- Post sales experience

### PRODUCT & UX DECISIONS

#### Simplified Customer Flows

- Improved product discovery pathways
- Optimized checkout and account journeys
- Streamlined onboarding experience that begins from scanning of their products for product authenticity
- Reduced unnecessary navigation layers

#### Design System Development

Introduced scalable UI systems and reusable components to improve:

- Cross-platform consistency
- Design efficiency
- Feature scalability
- Delivery speed

### Customer Engagement Strategy

Connected:

- E-commerce
- CRM touchpoints
- App engagement
- Promotional campaigns
- Account experiences

### Cross-Functional Collaboration

- Worked closely with:
- Product managers
- Engineers
- Marketing teams
- CRM stakeholders
- Customer support

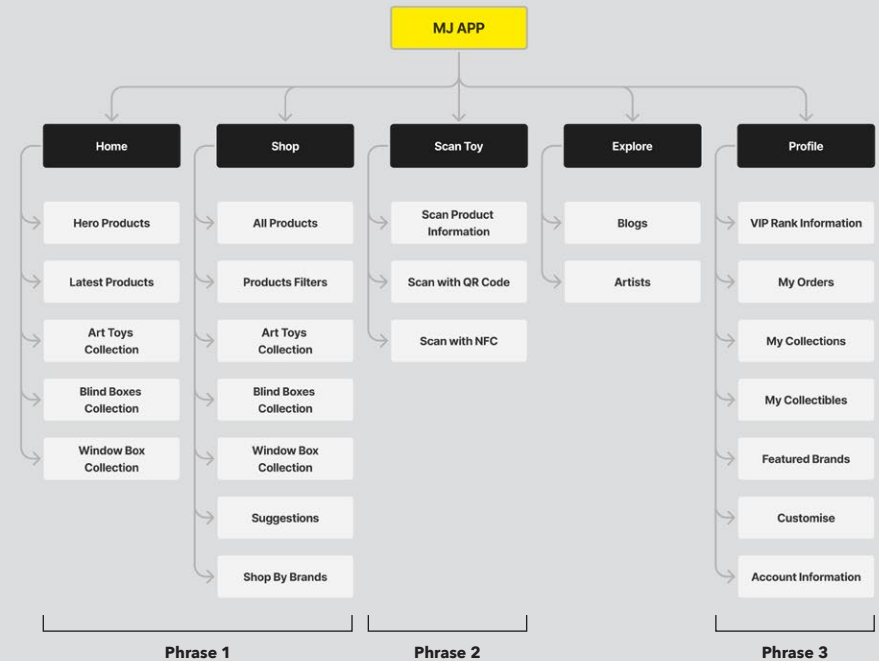
To balance:

- Customer needs
- Technical feasibility
- Operational scalability
- Business goals

## FEATURES DELIVERY OVERVIEW

### App Information Architecture

App experience enhancements were delivered in three strategic phases to support consistent feature releases and sustained user engagement.



### Core UX Principles

- Prioritise Product Discovery
- Reduce Friction to Purchase
- Improve New Users Onboarding
- Retention Through Product Authentication and Engagement Loop

### Key Ecosystem and Engagement Loops

- Phase 1 - Primary Loop : Discover > Wishlist > Purchase
- Phase 2 - Retention Loop : Purchase > Unbox > Scan to authenticate > Receive rewards
- Phase 3 - Progression Loop : Unbox > Add products to digital shelf > Unlock digital items > Gain perks > Continue collecting

# E-COMMERCE WEBSITE AND APP

Mighty Jaxx

Scaling a connected e-commerce & customer engagement ecosystem

## 1.3 : OUTCOMES & LEARNINGS

### OUTCOMES

#### Customer Impact

- Improved onboarding and usability across web and mobile
- Increased customer engagement across digital touchpoints
- Enhanced consistency throughout the customer journey

#### Business Impact

- Organic increase from 200+ to 2,500+ average monthly app downloads with zero ad spend
- Increase in average monthly user engaging time by 17% within 6 months of launch.
- Increase engagement by 50% within 6 months of launch

#### Operational Impact

- Established reusable design systems and scalable workflows
- Improved delivery consistency across teams
- Increased cross-functional efficiency and collaboration

### KEY LEARNINGS

#### Connected Ecosystems Improve Retention

- Customer engagement improved when commerce, content, and account experiences felt interconnected.

#### Simplicity Drives Conversion

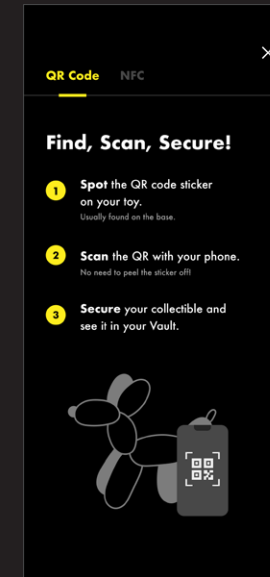
- Reducing friction in onboarding and navigation significantly improved usability and customer confidence.

#### Scalable Systems Accelerate Growth

- Design systems and reusable workflows improved operational efficiency and enabled faster product iteration.

## APP ENGAGEMENT ENHANCEMENT FEATURES

### Product Authentication



Scanning instructions

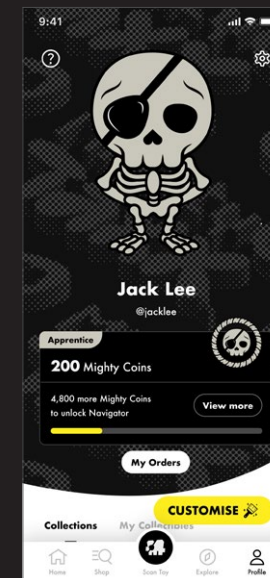


Activate camera function



Receive product certificate

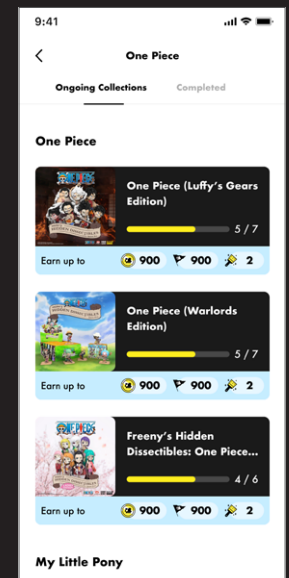
### Collector Vault



Profile



Tutorials



Personalised Progression

# STRANGER THINGS EXPERIENCE SG

Mighty Jaxx / Netflix

Unified digital event ticketing platform (XPASS) with collectible experience

## 2.1 : PROBLEM & STRATEGY

### ROLE

Creative Director /  
Lead Experience Designer

### TEAM

- Product • Engineering
- Event Operations • Marketing
- Customer Support

### OBJECTIVE

Design a connected digital-to-physical customer experience that unified ticketing, event access, digital identity, collectibles redemption, and retail engagement into one seamless ecosystem.

### THE PROBLEM

The original customer experience was fragmented across multiple disconnected systems:

- Ticket purchase
- Event verification
- Digital collectibles
- Retail redemption
- Customer identity management

This created:

- Onboarding friction
- Long verification queues
- Inconsistent customer journeys
- Operational inefficiencies
- Disconnected post-event engagement

### STRATEGIC PRIORITIES

- Simplify onboarding and authentication
- Reduce operational friction
- Connect digital and physical touchpoints
- Improve scalability for future events
- Create reusable infrastructure

### KEY RESPONSIBILITIES

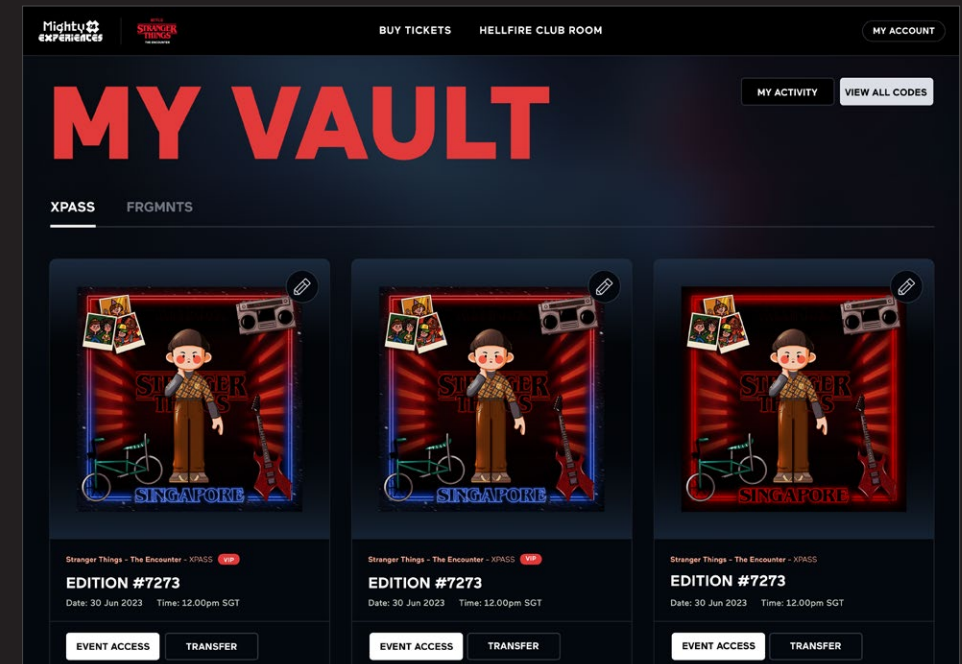
- Product and experience strategy
- UX direction
- Customer journey design
- Cross-functional alignment
- Operational workflow optimization
- Omnichannel ecosystem planning

## PLATFORM DESIGN OVERVIEW

Interactive Web Experience - Event Promotion



### Unified Digital Ticketing Platform



# STRANGER THINGS EXPERIENCE SG

Mighty Jaxx / Netflix

**Unified digital event ticketing platform (XPASS) with collectible experience**

## 2.2 : UX THINKING & PRODUCT DECISIONS

### CORE PRINCIPLES

"One identity, one seamless journey."

### UX & OPERATIONAL CHALLENGES

#### Users struggled with:

- Repeated authentication
- Fragmented verification systems
- Disconnected retail interactions
- Confusing redemption flows

### KEY PRODUCT DECISIONS

#### Reduced onboarding complexity to improve:

- Usability
- Verification speed
- Customer confidence

#### Unified Customer Identity

- Ticketing
- Event access
- Digital collectibles
- Retail engagement

### CROSS-FUNCTIONAL COLLABORATION

#### Collaborated closely with:

- Engineering teams
- Event operations
- Retail staff
- Marketing
- Customer support
- External entertainment partners

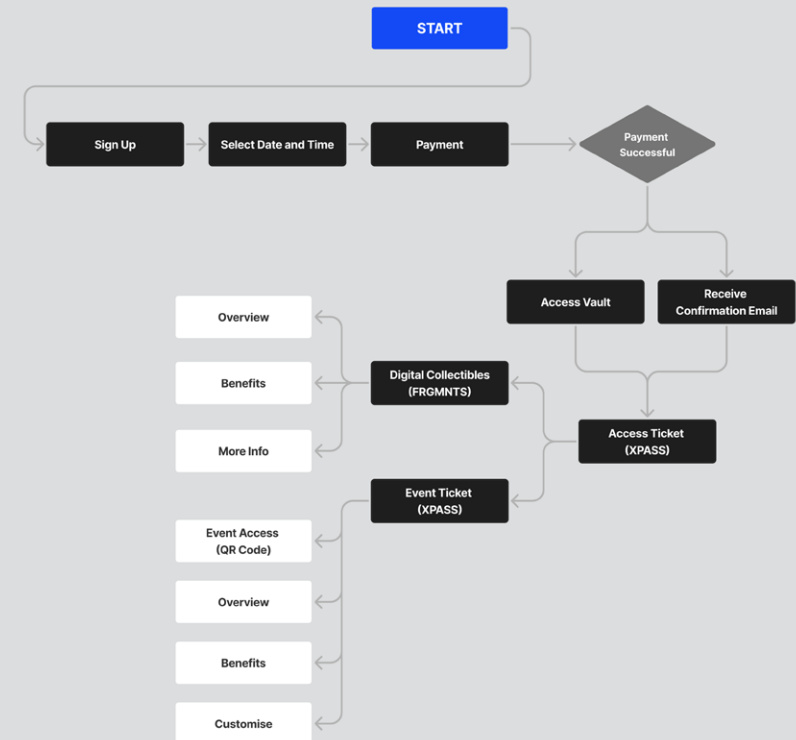
#### To align:

- technical feasibility
- operational requirements
- customer experience goals
- launch timelines

## UNIFIED CUSTOMER JOURNEY

### Streamlining XPASS ticket-to-entry experience

The primary UX challenge focused on educating and onboarding users into the digital collectibles ecosystem, encouraging participation beyond transactional interactions to create a more holistic event engagement journey.



### Core UX Principles

- Reduce Friction between Online Ticket Purchase to Event Entry
- Seamless New Users Onboarding
- Intuitive Digital Collecting Experience

# STRANGER THINGS EXPERIENCE SG

Mighty Jaxx / Netflix

Unified digital event ticketing platform (XPASS) with collectible experience

## 2.3 : OUTCOMES & LEARNINGS

### OUTCOMES

#### Customer Impact

- Reduced onboarding and verification friction
- Improved continuity across digital and physical touchpoints
- Enhanced retail and collectibles engagement

#### Operational Impact

- Streamlined event verification workflows
- Reduced staff dependency during peak traffic
- Improved scalability for future activations

#### Business Impact

- Established Mighty Jaxx's first integrated phygital commerce ecosystem (XPASS)
- Created reusable infrastructure for future event experiences
- Strengthened long-term customer engagement opportunities

### KEY LEARNINGS

#### Simplicity outperformed complexity

- Reducing onboarding friction consistently improved customer usability and operational efficiency.

#### Operations are part of UX

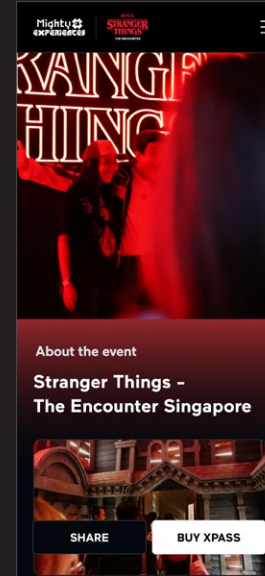
- Operational workflows directly influenced customer experience quality.

#### Systems thinking is critical

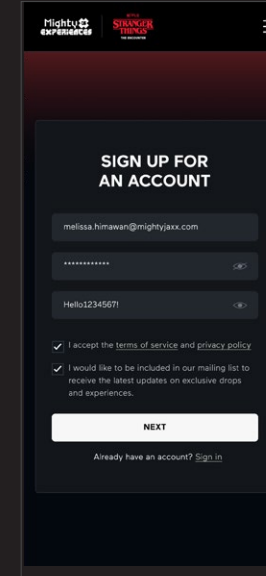
- The success of the platform depended on designing interconnected ecosystems rather than isolated touchpoints.

## DIGITAL TICKETING ECOSYSTEM

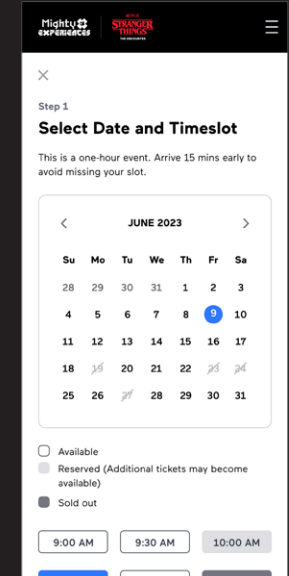
### Ticket to Entry Access Journey



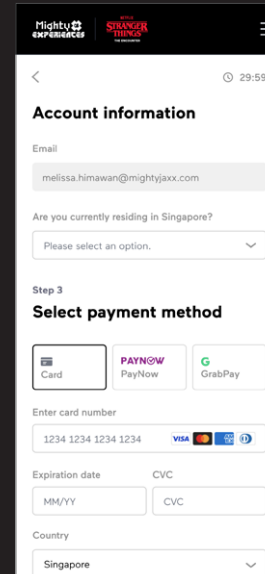
Event information



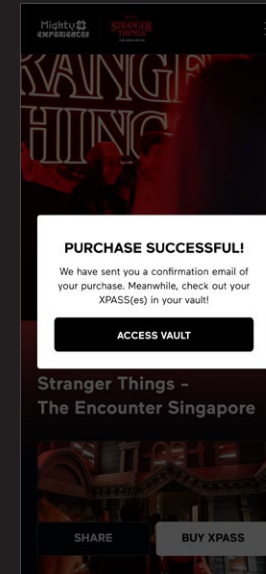
Account sign up



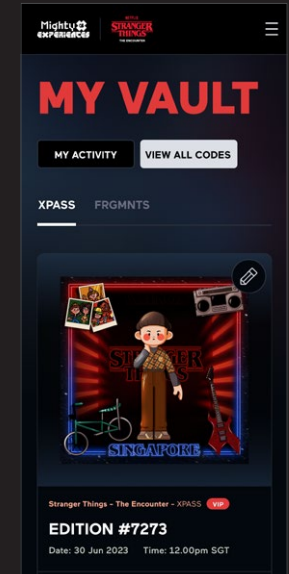
Booking details



Payment



Payment Confirmation



Digital Ticket (XPASS) access

# FANHYPE : ARTIST SUPPORT PLATFORM

Mighty Jaxx / Unreleased Platform

**Empowering  
independent artists  
through digital  
commerce and  
community**

## 3.1 : PROBLEM & STRATEGY

### ROLE

Creative Director /  
Product & Experience Design Lead

### TEAM

Product • Engineering • Community  
• Marketing • Creator Partnerships

### OBJECTIVE

Design a platform that enabled independent artists to build sustainable digital communities through content engagement, collectibles, and direct fan interaction. Provide artists with one stop concept to product development to commerce solutions.

### THE PROBLEM

Independent creators lacked:

- Sustainable monetization channels
- Centralized fan engagement systems
- Centralized concept to product development to commerce platforms
- Direct ownership of audience relationships

Existing platforms fragmented:

- Creator identity
- Product development support
- Fan engagement

### STRATEGIC PRIORITIES

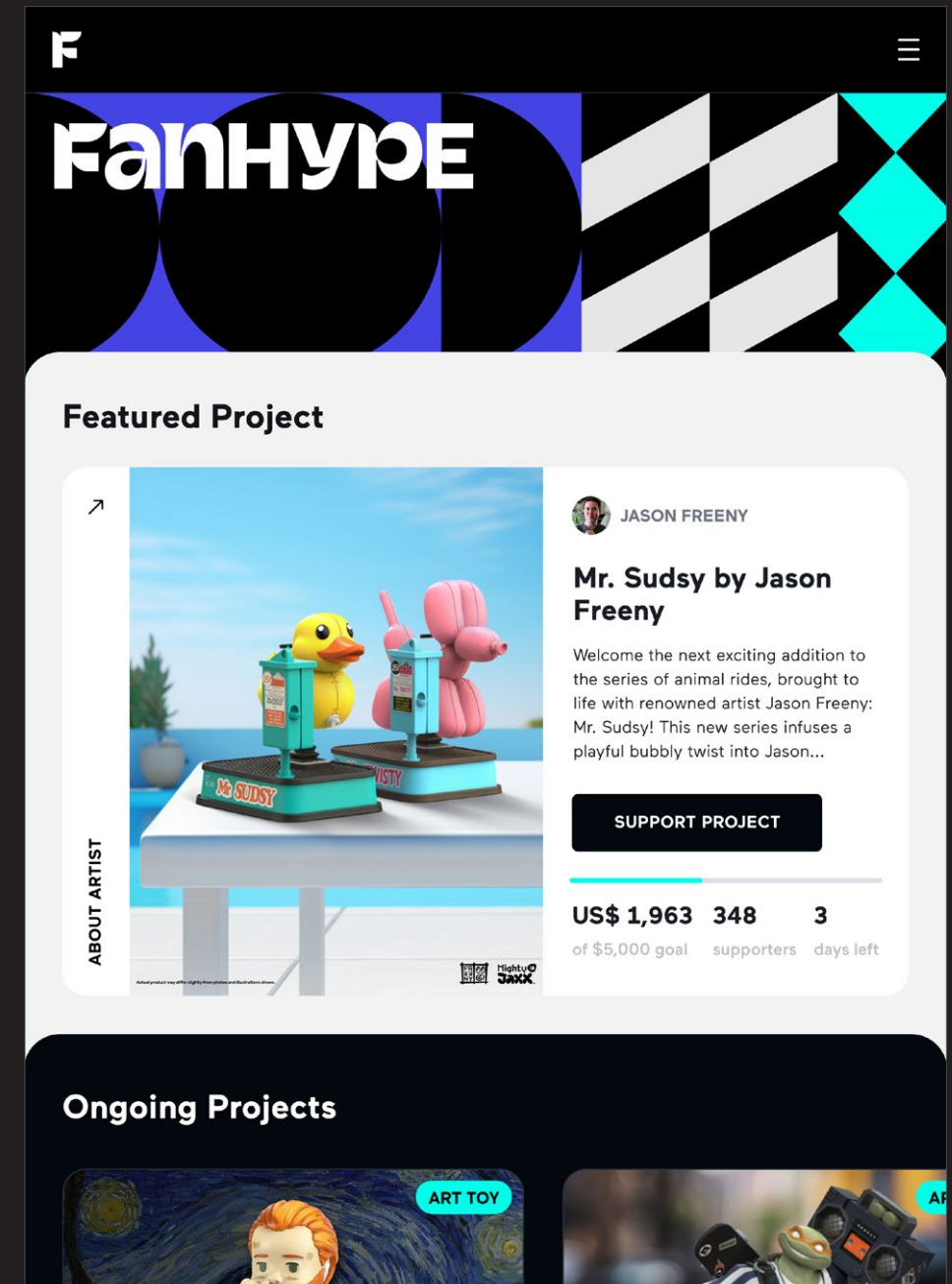
- Simple creator onboarding
- Build scalable creator-to-fan interactions
- Connect product production, content, commerce and engagement
- Develop simple platform usability that drives retention

### KEY RESPONSIBILITIES

- Product strategy
- UX direction
- Customer journey mapping
- Platform experience design
- Cross-functional collaboration
- Community ecosystem planning

## PLATFORM DESIGN OVERVIEW

Landing Page



# FANHYPE : ARTIST SUPPORT PLATFORM

Mighty Jaxx / Unreleased Platform

**Empowering  
independent artists  
through digital  
commerce and  
community**

## 3.2 : UX THINKING & PRODUCT DECISIONS

### CORE PRINCIPLES

"Convert creator's concepts into exciting products with product market fit seamlessly."

### KEY USER CHALLENGES

Users struggled with:

- Inconsistent monetization tools
- End to end support for product development that maximise profit margins and supply chain challenges

Fans lacked:

- Centralized engagement experiences
- Seamless discovery pathways
- Connected creator ecosystems

### PRODUCT & UX DECISIONS

Unified Creator Ecosystem

- creator profiles
- content engagement
- collectibles
- commerce
- community interaction

### Simplified Engagement Flows

Reduced friction across:

- Onboarding
- Content discovery
- Fan interaction
- Creator participation

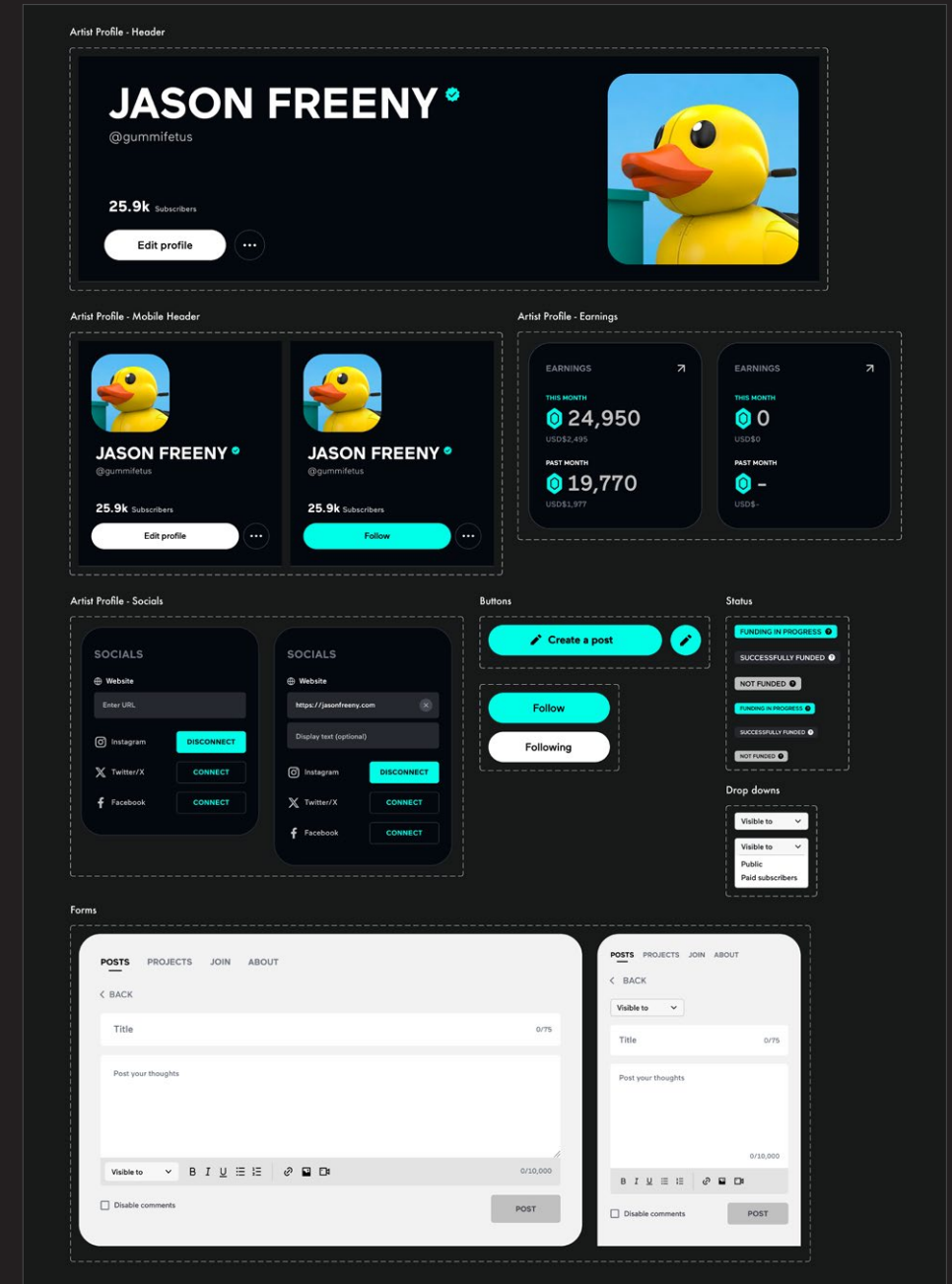
### COMMUNITY-CENTERED DESIGN

Prioritized:

- Creator ownership
- Visibility
- Accessibility

## DESIGN SYSTEM

Scalable and intuitive creator experience



# FANHYPE : ARTIST SUPPORT PLATFORM

Mighty Jaxx / Unreleased Platform

**Empowering  
independent artists  
through digital  
commerce and  
community**

## 3.3 : PLATFORM VISION & LAUNCH STRATEGY

### PLATFORM VISION

A scalable creator ecosystem that connects:

- Creator identity
- Community engagement
- Digital collectibles
- Content distribution
- Monetization opportunities

### IMMEDIATE POST-LAUNCH PRIORITIES

#### Creator Onboarding Optimization

- Monitor onboarding friction and simplify creator setup flows to improve activation and early adoption.

#### Engagement & Retention Validation

Measure how users interacted across:

- Content discovery
- Creator participation
- Collectibles engagement
- Teccurring platform usage

Success Indicators:

- Repeat engagement
- Creator activity frequency
- Fan interaction depth
- Retention behavior

### IMMEDIATE POST-LAUNCH PRIORITIES

#### Creator Onboarding and Monetization Optimization

- Monitor onboarding friction and simplify creator setup flows to improve activation and early adoption.
- Monitor the effectiveness of points rewards system for creators

#### Engagement & Retention Validation

Measure how users interacted across:

- Content discovery
- Creator participation
- Collectibles engagement
- Teccurring platform usage

Success Indicators:

- Repeat engagement
- Creator activity frequency
- Fan interaction depth
- Retention behavior

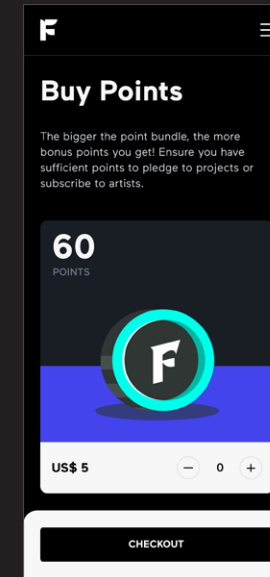
### STRATEGIC DESIGN LEARNINGS

#### Ecosystems matter more than features

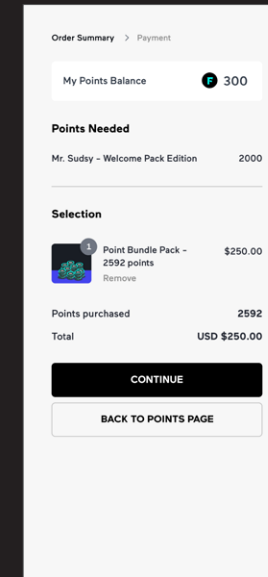
The long-term value of the platform depended on how experiences connected together rather than isolated functionality.

## CREATOR POINTS REWARDS SYSTEM

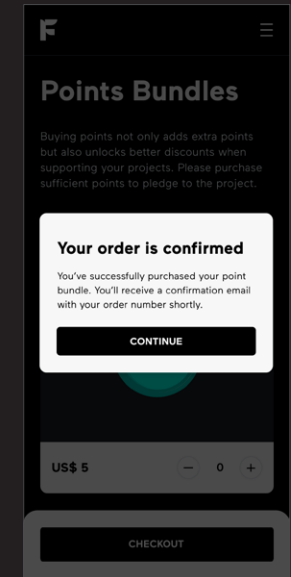
### Purchase point credits



Event information

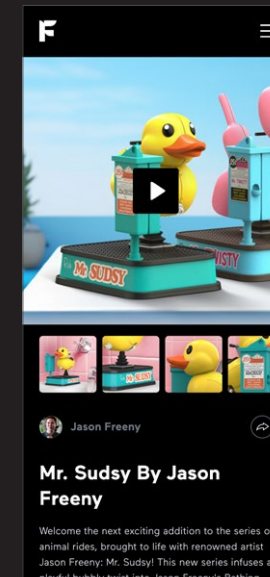


Account sign up

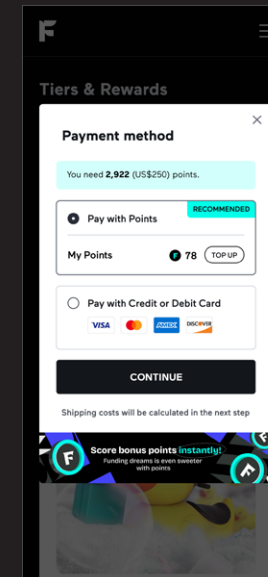


Booking details

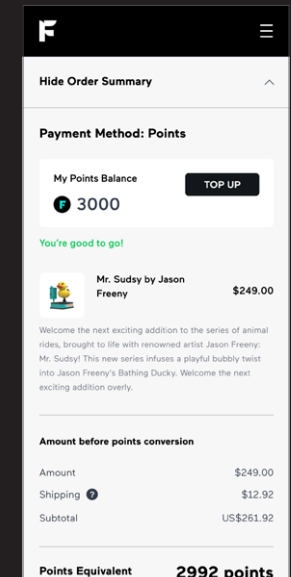
### Points credit top up to support creators



Enter Artist Profile



Support with Points



Points Top Up

# BRAND EXPERIENCES

STEVE LIM

LEADING OMNICHANNEL EXPERIENCES

## 4.1

### BRANDING

MIGHTY JAXX

### ESTABLISH ICONIC BRANDS AESTHETICS AND SYSTEMS

### BUSINESS OPPORTUNITIES AND CHALLENGES

Mighty Jaxx has the opportunities to increase its market share in the mass market products by expanding its product offerings. Hence, there is a need to develop a series of brands systems and sub brands to cater to these business needs.

### STRATEGIES AND DELIVERABLES

#### MJ Sub Brands Expansions

A series of sub brands and aesthetics have been designed based on Mighty Jaxx overall brand aesthetics and narrative to support new product launches and expand MJ products recognition.

Each brand is designed to directly reflect the unique selling points of the products to quickly established easy understanding of the products.



XXRAY



XXRAY  
PLUS



XXPOSED



XXPLAY



XXRAY  
minis



XXRAY  
MEGA



## 4.2

### BRANDING

MIGHTY JAXX

### DRIVING GROWTH THROUGH PREMIUM BRANDS EXPANSION

#### BUSINESS OPPORTUNITIES AND CHALLENGES

Mighty Jaxx leverages premium art toys to carve out a distinct identity in a crowded mass market. By bridging the gap between high-end collectibles and accessible pop culture, we reinforce a holistic brand experience that celebrates the joy of collecting at every price point.

#### STRATEGIES AND DELIVERABLES

##### Superkraft and Premiumworked Brands Development

Spearheaded the brand strategy and visual identity for Superkraft, a high-end statue brand defined by bespoke customization and immersive storytelling. Additionally, I directed the development of Premiumworked, a sister brand dedicated to democratizing craftsmanship through high-quality, accessible art toys.



## 5.1

### POP-UP STORES

MIGHTY JAXX / SKM TAIPEI

### DIRECTING FIRST-TO-MARKET RETAIL PILOTS AND EXPANSIONS

#### BUSINESS OPPORTUNITIES AND CHALLENGES

I leveraged the retail pop up opportunity at Taipei SKM to pilot a physical B2C sales channel. This initiative served as a Minimum Viable Product (MVP) and it was instrumental in proving the viability of our DTC aspirations while challenging the brand to discover ways to bridge the gap between our established digital presence and a tangible offline brand experience.

#### STRATEGIES AND DELIVERABLES

##### MJ Taipei SKM Pop up

I led the creative transformation of this pop-up and its supporting campaign, steering the brand toward an edgy, design-centric direction with the goal to create a distinct visual identity that resonated with a more sophisticated, trend-conscious audience.



## POP-UP STORES

MIGHTY JAXX / ARTISYNX

### AMPLIFYING ONLINE TO OFFLINE RETAIL EXPERIENCES

#### BUSINESS OPPORTUNITIES AND CHALLENGES

I leveraged our partnership with Artisynx to further validate Mighty Jaxx's aspirations and strategic expansion into direct-to-consumer (DTC) retail while showcasing our brand's physical presence to a new audience. This was the perfect opportunity to implement the key learnings from the pop up store in Taipei SKM.

#### STRATEGIES AND DELIVERABLES

##### MJ X Artisynx Pop Up Store

I directed the end-to-end creative vision for the "Carnival of Surprises" pop-up and its integrated marketing campaign. The concept was designed to evoke the emotional high of the 'blind box' experience while transforming the physical space into a whimsical environment that celebrated the thrill of discovery.



## 6.1

### EVENTS

MIGHTY JAXX / ATMOS JAPAN

### CONNECTING THE BRAND WITH FANS AND COMMUNITIES

#### BUSINESS OPPORTUNITIES AND CHALLENGES

Events are the best common grounds to empower brands to expand their communities and create meaningful conversations while sharing future brand vision and roadmaps.

#### STRATEGIES AND DELIVERABLES

##### Mighty Jaxx Atmos Japan

Tasked with exhibiting alongside global giants like Puma and Nike, I led the team to design a booth with the aim to elevate MJ from a collectible company to a premier lifestyle and design powerhouse.



## VM DESIGN

MIGHTY JAXX / MANDAI

### CREATING VISUAL IMPACT IN THE MODERN MARKETPLACE

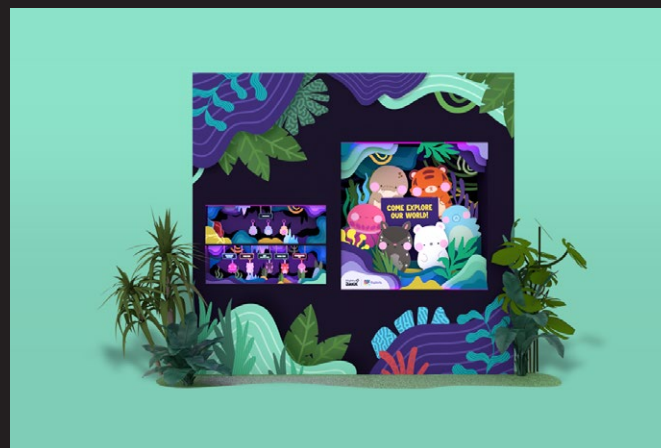
#### BUSINESS OPPORTUNITIES AND CHALLENGES

The strategic partnership with Mandai Singapore had allowed my team to develop a visual merchandising language that harmonized the distinct identities of both brands.

#### STRATEGIES AND DELIVERABLES

##### In-store VM design and display

I directed the visual merchandising strategy for our collaboration with Mandai Singapore, focusing on a seamless integration of our shared brand DNA. By blending organic, nature-inspired elements with our signature design-led approach, we created a unique retail environment that elevated the storytelling of both brands.



## VM DESIGN

MIGHTY JAXX / SANRIO

### ESTABLISHING DEFINITIVE VISUAL MERCHANDISING SYSTEMS

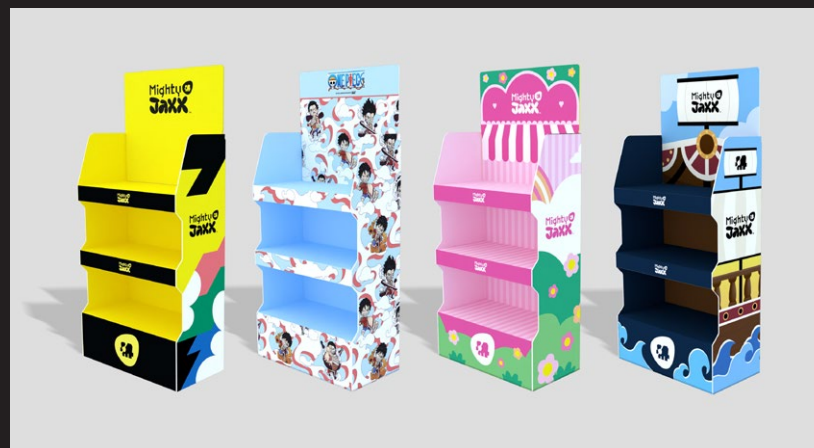
#### BUSINESS OPPORTUNITIES AND CHALLENGES

As global demand for our mass-market product lines continues to accelerate, I recognized the need for a standardized yet iconic visual merchandising design framework and ecosystem that aim to increase retail partnerships sell through rate and orders.

#### STRATEGIES AND DELIVERABLES

##### VM design tool kit

I led the development of a modular VM system designed for high-volume scalability, ensuring our brand's premium identity remains consistent across a rapidly expanding global retail footprint.



THANK  
YOU

STEVE LIM

LEADING OMNICHANNEL EXPERIENCES