

# Jude Lim (Ken Yoong)

## MS in Computer Science and Applications

**Email:**  
lkyoong428@gmail.com

**Mobile:**  
+1703-679-0990

**Location:**  
Falls Church, VA

**LinkedIn:**  
<https://www.linkedin.com/in/jude-lim-9a2612101/>

**Github:**  
<https://github.com/KenLim4337/>

**Portfolio:**  
<https://kenlim4337.github.io/>

I am a master's student in Computer Science and Applications at Virginia Tech focusing on Human Computer Interaction, Data Analytics and Machine Learning. My passions lie in developing and designing interfaces that put the user first.

I also have over 3 years of front-end development experience in building, maintaining and testing responsive A/B tests for businesses both big and small. With a well-developed skill set centered around web technologies and UX, I am looking for exciting opportunities to further grow as a developer.

## Skills

### Hard Skills

Front End Web Development, Conversion Rate Optimization, User Acceptance Testing, A/B Testing, Web Analytics, Back End Web Development, User Experience

### Soft Skills

Teamwork, Problem-solving, Attention to Detail, Critical Thinking, Adaptability

### Technologies

**Web Technologies** - HTML, CSS, SASS, LESS, Javascript, jQuery, React, Django, PHP

**Data and Analytics** - MySQL, PostgreSQL, R, Python, Google Analytics, Google Tag Manager

**A/B Testing** - Optimizely, VWO, Oracle Maximizer, Google Optimize, AB Tasty

**Design Tools** - Adobe Photoshop, Adobe Illustrator, Invision, Figma, Balsamiq

**Other Programming Languages** - Java, C#, C, Python

**Version Control** - Git, Subversion

### Languages

English(*Native*), Mandarin(*Intermediate*), Cantonese(*Intermediate*), Bahasa Melayu(*Intermediate*)

## Professional Experience

### Conversion Rate Optimization Developer

February 2018 - July 2021

**Conversion Kings** (*Australia*)

Increased conversion rates and revenue for over 40 national and international brands through the development, maintenance and analysis of over 250 A/B tests and web-pages.

- Developed pixel-perfect, responsive, cross-browser A/B tests and web-pages based on prototypes provided by designers.
- Reduced project turnaround time and missed bugs by 30% within the first half-year by implementing a standardized user acceptance testing process and managing the team surrounding it.
- Slashed training times for various processes by 50% by writing manuals to help on-board new team members.

### Freelance Web Developer

March 2020 - May 2020

**Dance Sydney** (*Australia*)

Designed and developed a cross-browser, fully responsive video player used to deliver online dance courses to users.

### Gliding Queensland

November 2017

Streamlined the website redesign process by fixing existing issues and compiling recommended updates based on user experience principles.

- Documented website functions to help existing members easily access and modify published content.

## Teaching Assistant

### Code Camp (Australia)

April 2017 - October 2017

Cooperated with other team members to deliver engaging and organized coding lessons to primary school children.

- Lessons were delivered on-schedule and well-received by both children and parents.

## Intern

December 2015 – February 2016

### KPerak Implementation and Coordination Corporation (Malaysia)

Delivered a full-stack project in the form of an internal employee assessment web application.

- Project completed 2 weeks ahead of schedule and subsequently deployed with minimal rework.

## Volunteer Experience

### GovHack 2017

July 2017

#### Hacker & Crew (Australia)

Received honorable mention for the "Going places" national award category by developing a mobile web application.

- Application developed through the usage of various publicly available datasets.
- Made sure participants were hacking in a safe and comfortable environment by helping set up the event location, providing technical support and preparing meals.

### Gliding Queensland

March 2017 - November 2017

#### Volunteer (Australia)

Constructed a framework for the client's redesign efforts by providing feedback based on design and development best practices.

- Client was very positive toward the work delivered and at the end of the year, received a short term contract to further aid the redesign.

### GovHack 2016

July 2016

#### Hacker (Australia)

Won runner-up for the "Evacuation - help us get away!" state award category through collaborating with other participants to ideate and produce a mobile web application using publicly available datasets.

### Coder Dojo Brisbane

March 2016

#### Volunteer (Australia)

Along with other team members, taught high school students various coding basics and principles.

- Lessons delivered on schedule and effectively with positive receptions from both students and parents.

## Education & Training

### 2021 - Current

Master of Science in Computer Science and Applications, Virginia Tech

### 2020

Advanced Google Analytics, Google Analytics Academy

Google Tag Manager Fundamentals, Google Analytics Academy

### 2019

15.071x The Analytics Edge, MITx on edX

Google Analytics for Beginners, Google Analytics Academy

### 2017

Bachelor of Information Technology (Honours), University of Queensland

### 2014 - 2016

Bachelor of Information Technology, University of Queensland

## Hobbies and Interests

Cooking, Reading, Electronics