

# ADAM LIM

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## EDUCATION

**Northwestern University**, Evanston, IL March 2017  
Bachelor of Science in **Industrial Engineering and Management Sciences**  
Minor in *Economics*  
*Kellogg Certificate Program for Undergraduates in Managerial Analytics*

## EXPIERENCE

**Synchrony Financial**, Chicago, IL July 2017–Present  
**Data Scientist - Business Leadership Program**

- Leverage big data technologies in the Hadoop ecosystem to facilitate data-driven decision making across the business
- Utilize algorithms such as neural networks, random forests, and gradient boosted classifiers for supervised learning in areas such as fraud analysis and customer satisfaction prediction

**Synchrony Financial**, Chicago, IL June 2016–August 2016  
**Data Analytics Intern - Business Leadership Program**

- Developed Proof of Concept for emerging technologies in the big data space
- Utilized tools such as Hadoop, HAWQ, Hive, and Spark to manipulate and harness large datasets in excess of 5 TB
- Constructed predictive model for call routing; annual estimated savings of \$10.1 MM from reduced agent workload

**Grainger Industrial Supply**, Chicago, IL June 2015–August 2015  
**eCommerce Strategy Intern**

- Increased mobile app's barcode scanner success rate 138% via implementation of error handling
- Analyzed metrics such as traffic, exit rate, conversion rate, and average order value using Adobe Analytics to prioritize areas of redesign within Order History section of the webpage; presented recommendations to Product Owner
- Engineered strategy to improve Required Accessories experience on Grainger.com; proposed plan included increasing visibility throughout customer purchase funnel and improving quality of data source in long term

**United Airlines**, Chicago, IL January 2015–June 2015  
**Industrial Engineering Intern - Continuous Improvement and Enterprise Optimization**

- Implemented new checked bag routing method at EWR (Newark, NJ) to consolidate work and minimize staffing needs
- Built multiple Excel VBA based tools including: 757 Boarding Simulation Input Generator, Suggested Staffing Tool, Batch Running Tool, and Short Term Planning Tool Dashboard Summary

**HD Supply Facilities Maintenance**, Northlake, IL June 2014–September 2014  
**Distribution Center Operations Intern**

- Developed optimization analysis procedure for product arrangement on pallets; implementation resulted in 9.47% increase in utilized storage bin volume
- Created a standard operating procedure that was presented to leadership team for company-wide implementation

## LEADERSHIP

**Northwestern Wildside - Official Student Section of NU Athletics**, Northwestern University September 2014–May 2016  
**VP of Finance (2015-2016), Graphic Designer (2014-2015)**

- Developed long term vision to establish financial sustainability and independence from NU Athletic Department
- Successfully led effort to achieve funding recognition from student government through petition and hearing

**Intercollegiate Men's Club Soccer Team**, Northwestern University September 2012–May 2016  
**Treasurer (2013-2105), Player**

- Managed \$8,000-\$10,000 budget by determining quarterly dues and handling all reimbursements and payments
- Petitioned to university administration annually for allocation of funding; received \$1,000-\$2,000 per year

## SKILLS AND INTERESTS

**Technical:** Python, C++, R, SQL, HTML/CSS, Spark, Agile Methodology

**Multimedia:** Adobe Photoshop, Adobe Premiere

**Language:** Conversant in Spanish

**Interests:** Marathon-running, skiing, hiking, soccer, baseball, graphic design