

## Objective

A recent graduate looking to enhance both my creative and technical skillset while simultaneously using it to develop complex processes into easy and creative ways that speak to the end user's goals. Also looking to embrace new technologies, keep up with the latest design trends, facilitate the brainstorming sessions, and work effectively with clients and creative teams to achieve the ultimate goal.

## Skills

### User Research

- Contextual Design
- Think Aloud
- Persona Design
- Storyboarding
- Heuristic Evaluation
- Information Architecture
- Prototyping

### Prototyping

- HTML/CSS
- Balsamiq
- Invision
- Java
- MATLAB

### Design

- Sketch
- Adobe Experience Design
- Axure RP Pro

### Other

Microsoft Office  
Korean (conversational)  
Customer Service

## Contact Me

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# Edward Ho Jun Lim

<https://edwarddlim.github.io/Portfolio/>

## Education

### University of California, San Diego

Bachelor of Science

Cognitive Science with a specialization in Human-Computer Interaction

Graduated : June 2017

Major GPA : 3.3

Overall GPA : 3.0

## Projects

### Data Analysis: Crimes in San Diego

Sept 2016 - Dec 2016

Researcher

- Used K-means clustering to find general patterns of crime using MATLAB
- Used higher order polynomial linear regression models to predict future trends of crime in MATLAB
- Used basis function regression models to predict future trends of crime in MATLAB

### Fido

Sept 2016 - Dec 2016

Developer

- Conducted user interviews and made user scenarios
- Made storyboards and paper prototypes of beginning designs
- Created basic wireframes and coded pages using HTML and CSS
- Launched online A/B testing using Google Analytics
- Used node.js to interact with JSON data

### Sunday Night Dinner

Jan 2017 - Mar 2017

Developer

- Conducted user interviews and made user scenarios
- Created a competitive analysis comparing websites and their important features/designs
- Created a creative brief which talked about the purpose and designs of the website and important functionalities
- Created mobile and desktop mockups using applications such as Sketch and InVision

### Juice

Jan 2015 - Mar 2015

Developer

- Conducted user interviews to gather personas and opinions
- Created user walkthroughs and scenarios
- Created a use case table to chart all the scenarios and ratings of importance, frequency, etc
- Made basic paper prototypes with possible designs
- Used a wireframing application to create a basic prototype with functionality