

EDWARD LIM

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EDUCATION

University of California, San Diego

June 2017

B.S in Cognitive Science with a specialization in Human-Computer Interaction

Major GPA: **3.3**

PROJECTS

Data Analysis: Crimes in San Diego

September 19, 2016 - December 10, 2016

Researcher

San Diego, California

- 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

September 19, 2016 - December 19, 2016

Developer

San Diego, California

- 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

January 4, 2017 - March 17, 2017

Developer

San Diego, California

- Conducted user interviews and made user scenarios
- Created a competitive analysis comparing websites and their important features/designs
- Created a Creative Brief where we talk about the purpose and designs of the website and important functionalities
- Created mobile and desktop mockups using applications such as Sketch and InVision

COURSEWORK

Modeling and Data Analysis

- Applied different analysis techniques using MATLAB
- Visualized, interpreted, and communicated results of analyses

Usability and Information Architecture

- Used comparative analysis to compare existing applications and find unique features
- Used wire-framing applications to design basic prototypes

Interaction Design

- Focused on user-centered design
- Created a prototype based on cognitive principles, software tools, and social software

SKILLS

Programming

HTML, CSS, BootStrap, MATLAB

Applications

Balsamiq, Axure, InVision, Adobe Experience Design, MATLAB

Language

Korean (conversational)