

# Edward Lim

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

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## Objective

A recent graduate looking to enhance both my creative and technical skillset while simultaneously applying it to develop complex processes into simple and creative ways that reflect the end user's goals. Also looking to incorporate new technologies, keep up with the latest design and tech trends, and facilitate the brainstorming sessions to achieve the ultimate goal.

## Skills

### Prototyping

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

### Design

- Adobe Experience Design
- Sketch
- Axure RP Pro

### User Research

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

### Other

- Wordpress
- Microsoft Office
- Customer Service
- DoubleClick for Publishers
- Facebook Business Manager
- Korean (conversational)

## 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

### Sunday Night Dinner

Jan 2017 - Mar 2017

Developer

- Conducted user interviews and created user scenarios
- Created a competitive analysis comparing websites and their important features/designs
- Created and maintained a development plan to record and track progress
- Designed mobile/desktop mockups using Sketch and InVision
- Used HTML/CSS to create a basic website with all the functionalities

### Fido

Sept 2016 - Dec 2016

Developer

- Conducted user interviews and created user scenarios
- Made storyboards and paper prototypes of beginning designs
- Created basic wireframes and coded pages using HTML/CSS
- Launched online A/B testing using Google Analytics
- Collected and analyzed user feedback to improve prototype

### 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 scenarios and ratings of importance, frequency, etc
- Used a wireframing application to create a basic prototype with functionality

## Work Experience

### TeamBlind

Nov 2017 - Jan 2018

Customer Support/Business Operations Intern

- Handled customer/user support and issues from initial contact to resolution
- Created and maintained a customer support inquiry response template
- Created and maintained the company's Wordpress blog
- Communicated user feedback to move product into motion
- Generated marketing content using Facebook Business Manager
- Performed SEO keyword research and mapping

### UC San Diego Conference Services

Jun 2017 - Sept 2017

Hospitality Clerk

- Provided exceptional customer services to clients and visitors
- Conducted check ins/outs for guest housing using Conference Programmer
- Maintained and updated a registry using Microsoft Excel and Outlook
- Relayed messages and provided administrative support to supervisors

### UC San Diego Housing and Dining

Sept 2014 - Jun 2017

Student Lead

- Directed co-workers in maintaining proper function of the dining facility
- Managed co-workers in their daily tasks
- Reported to managers concerning daily updates of the dining facility
- Operated as the point of sales
- Prepared and served food and beverage at various stations