

I'm an East Coast-based writer who enjoys turning complex ideas into clear and engaging material.

(310) 892 - 3481

edwinyjlim@gmail.com

EDWIN LIM

Portfolio | <https://edwinyjlim.github.io>

Skills | Writing, Editing, Video, Figma, JavaScript, Git

Northwestern University | English, Mathematics, Economics

EXPERIENCE

Technical Writer Developer Relations

Stytch

Sep 2022 - Present

- Served as the **primary contributor** for documentation of a B2B SaaS developer tool platform with multiple APIs and SDKs — writing code tutorials, architecture guides, product explainers, and API references
- Overhauled the Next.js codebase by implementing a “**docs-as-code**” architecture consisting of React components, Markdoc, YAML, and Git
- Redesigned the developer documentation’s **information architecture** and navigation for over 700 web pages across three different API products
- Served as **editorial lead** for a team of writers, creating a content calendar that drove 400% growth in SEO organic traffic over 12 months
- Wrote and published over 40 **technical articles and blog posts**, including the company’s first public postmortem following a major infrastructure outage alongside the lead DevOps engineer
- Wrote and published a **biweekly changelog** of release notes, reaching 50k developers and sending over 2 million total emails

Principal Business Architect

Bank of New York Mellon

Dec 2019 - May 2021

- Served as a **technical lead** in vendor relationship with Microsoft
- Launched the bank's first **enterprise cloud CRM** with a \$50 million budget for 16,000 global employees in Sales & Customer Service
- Wrote and defined thousands of product requirements by interviewing hundreds of subject matter experts across multiple business units
- Wrote and published product tutorials, technical explainers, and data glossaries for both business and technical stakeholders

Software Engineer

comScore Inc.

Sep 2015 - Jun 2018

- Served as the **lead frontend developer** for the product's AngularJS application, managing two junior software engineers
- Developed UI components for data visualization dashboards for an enterprise API and web application that algorithmically picked national TV ad inventory based on weighted viewership data

Software Engineer

cir.cl

Jun 2013 - Sep 2015

- Served as a **full-stack developer** for a marketplace web application, utilizing Node.js, Postgres, MongoDB, Redis, and Python microservices
- Developed core product features such as authentication, bidding systems, search, hybrid server and client rendering, and more

Data Analyst

Obama for America

Campaign HQ

Jun 2011 - Nov 2012

- Generated analytics on \$350 million of TV ad campaign spending to micro-target voter segments, increasing target impressions by 20%
- Coded automated SQL scripts to update and sync the campaign’s main databases, Vertica and AWS Redshift