

EDWIN LIM

Brooklyn, NY

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<https://edwinyjlim.github.io>

Skills | Git, Javascript, Python, REST APIs, SQL, NoSQL, AWS

Northwestern University, B.A. 2014

Majors | English, Mathematics, Economics

EXPERIENCE

Principal Business Architect

Bank of New York Mellon

Dec 2019 - May 2021

- Launched the bank's first enterprise CRM with a \$50 million budget for ~16,000 global employees in Sales & Customer Service
- Wrote thousands of requirements by regularly interviewing hundreds of Subject Matter Experts from multiple Lines of Business
- Wrote how-to guides, tech strategy plans, data glossaries, and product roadmaps for both business and tech stakeholders
- Prioritized work for a team of 10+ engineers and 5 UX designers
- Reviewed deployment of all features, integrations, and schemas
- Acted as a technical lead in vendor relationship with Microsoft from the initial RFP stage to POC release to v1 production release

Software Engineer

Contractor

Jul 2018 - Nov 2019

- Developed web applications, data pipelines, and custom tech solutions for clients such as Herman Miller, Design Within Reach, Language Dept., beii.tv, and political campaigns

Software Engineer

comScore Inc.

Sept 2015 - Jun 2018

- Developed an API and web application that algorithmically picked TV ad inventory across 50 states and generated viewership data
- Was the Lead Front-End Engineer of the product's AngularJS application and managed two jr. software engineers
- Designed the prototype API endpoints and data structure
- Wrote ETL scripts and custom data pipelines for clients

Software Engineer

cir.cl

Jun 2013 - Sept 2015

- Developed a web application in Node.js backed by AWS, Postgres, MongoDB, Neo4j, Redis and other Python built micro services
- Developed core features as a full-stack engineer, such as hybrid server and client rendering, server logging, auth, search, and more

Data Analyst

Obama For America

Campaign HQ

Jan 2012 - Nov 2012

- Generated analytics on \$350 million of TV ad campaign spending to micro-target key voter audiences across the United States
- Assisted building "the Optimizer," an algorithmic TV ad buy system that increased cost effectiveness by 15-20% for 550,000 ads aired
- Coded automated SQL bash scripts to update and sync the campaign's main application database system, "Narwhal"