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 developer documentation of an authentication 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