

# JOONSE LIM

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Dear Hiring Manager,

I am excited to share my journey and passion for product management. With a background in software engineering and a passion for building user-centered technology, I have spent the past several years leading digital initiatives that made financial services more accessible to millions of users. At Shinhan Bank, I helped modernize the investment platform during a nationwide digital transformation, digitizing complex financial products that were previously available only at physical branches. By working across engineering, product, and design, I saw firsthand how technology can simplify systems, increase transparency, and expand opportunity. These experiences continue to shape how I think about building impactful products.

**Bridging Engineering and Business (Cross-Functional Product Leadership):** I managed the digital rollout of Shinhan Bank's foreign Equity-Linked Fund (ELF), collaborating with engineering, product, and design teams to improve accessibility and reduce transaction costs. By defining technical requirements aligned with business objectives, I helped modernize a legacy investment service into a scalable mobile platform serving new customer segments. The launch lowered transaction fees by 0.5 percent, generated over \$350K in new revenue, and demonstrated how bridging engineering precision with business vision can turn a legacy product into a scalable, user-centered solution.

**Strategic Product Thinking (Vision & Data-Driven Prioritization):** When leading a system migration during Shinhan's digital banking upgrade, I realized subcontractors were converting code mechanically, creating massive future maintenance debt. Based on my estimate that non-modularized fixes required up to twenty times more developer effort across eighty engineers, I built a quantitative case for a modularization and refactoring strategy. By reframing the project from a focus on conversion speed to long-term scalability ROI and supporting it with real workload data, I convinced senior partners to implement the new approach. The result was a faster, maintainable codebase and a 100 percent successful migration, transforming a technical task into a strategic, efficiency-driven initiative.

**Technical Fluency and Execution Excellence (CS-based Problem Solving):** Driven by a passion to solve real-world problems, I applied my computer science background to address critical inefficiencies I observed in oriental-medicine patient workflows. Instead of approaching it as a purely technical challenge, I framed the core problem as a user experience bottleneck. My goal was to build a product that could deliver accurate diagnostics with minimal friction. To achieve this, I developed a supervised-learning regression engine and made the critical decision to prioritize user simplicity, reducing an exhaustive 58-question diagnostic to a concise set of 17 without compromising accuracy. Recognizing that a model alone delivers no value, I partnered with a web developer, defined the requirements for a working prototype, and led the launch of a public-facing service. This initiative, which progressed from user insight to a launched product and ultimately secured a \$50K government contract, taught me how to own the end-to-end product journey: framing the right problem, defining a clear solution, and leading execution to deliver tangible value.

I am inspired by how technology can solve meaningful problems, combining data, empathy, and bold thinking to improve lives at scale. I strive to apply this mindset in every project I take on: combining technical fluency, analytical discipline, and product intuition to deliver meaningful outcomes.

Thank you for your time and consideration.

Sincerely,

Joonse Lim  
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