

# JOONSE LIM

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## EDUCATION

### DUKE UNIVERSITY, The Fuqua School of Business

Durham, NC

#### **Master of Business Administration**

May 2027

Merit-based scholarship recipient | GMAT FE 695 (98%)

Cabinet: Tech Club (Industry), Asian Business Club (Admissions) | Member: Finance Club, Blockchain Club

### KOREA UNIVERSITY, College of Informatics

Seoul

#### **Bachelor of Engineering, Computer Science and Engineering**

July 2021

Activities: Class Representative, Student Government of Dept. | Dev Team Lead, CatDog Game Club

Awards: 4th Place, UCPC (National Algorithm Competition) | Bronze Prize, Nexon Game Design Competition

Internships: Product Manager, Vingle (Media) | Research Analytics, S-Core (Consulting, assisted in focus group interviews)

## EXPERIENCE

### SHINHAN BANK

Seoul

#### **Senior Software Developer (Investment Service Project Lead)**

Jan 2024 – Apr 2025

*Optimized services for 17.9M users and 100M+ daily investment transactions by coordinating cross-functional teams during a 4-year core banking transformation, aligning product vision with technical execution and business outcomes.*

- Reached 10M+ MAUs by uncovering key friction points in branch-only fund products and launching mobile investment features that broadened accessibility, drove adoption through UAT insights, and improved satisfaction.
- Achieved an 8% increase in system scalability by analyzing behavioral trends across ~400M monthly inflows, forming data-driven growth hypotheses that enhanced reliability and deepened user engagement at scale.
- Generated over \$1M+ in new sales by leading the go-to-market strategy for the Youth Fund initiative. Collaborated with marketing and engineering teams to transform a government policy into a high-growth mobile product.
- Secured approval for a \$3M digital transformation project by delivering clear executive reports, communicating detailed process impacts, and ensuring critical stakeholder alignment on complex system changes.

#### **Software Developer (Financial Service)**

Aug 2021 – Jan 2024

*Engineered national-scale digital pension and fund services that supported \$3B in asset growth, including AI-driven personalization, crisis-resolution systems, and regulatory-compliant infrastructure.*

- Deployed AI-driven personalization features in the Retirement Pension after analyzing customer investment behaviors, automating fund recommendations and achieving a 13% YoY increase in customer assets.
- Resolved \$130M in crisis transactions by developing a redemption service for the Lime Fund case, executing court-mandated compliance through SQL-based workflows and restoring customer trust.
- Enhanced customer satisfaction by reducing Net Asset Value load time by 40 percent through third-party data integration. Ensured full compliance with Financial Supervisory Service standards and mitigated risks during audits.

### FORCS (ELECTRONIC DOCUMENT SERVICES, SAAS/IAAS/PAAS)

Seoul

#### **Server Developer (Military Service Alternative)**

Jun 2017 – Sep 2019

*Served as a developer under Korea's military service alternative program, contributing across product development, strategy, management, marketing, and client communications for global SaaS expansion.*

- Server: Drove the backend transition of a legacy PaaS solution into a scalable SaaS platform, prioritizing the feature backlog to strategically balance technical scalability with anticipated customer adoption needs.
- Product: Built the English-language website and marketing assets, prioritizing limited resources across development, documentation, and client engagement to enable the Singapore prototype product release.
- Market Research: Formulated the SaaS expansion roadmap by conducting competitive analysis of global e-signature players (e.g., DocuSign, ModuSign), evaluating market opportunities, penetration strategies, and positioning.

## ADDITIONAL INFORMATION

Entrepreneurship: Developed an AI oriental medicine diagnostic service, securing a \$50K government contract and 2 MOUs

AI Experience 1: Fine-tuned XGBoost models and visualized results for the LMSYS Chatbot Arena and other Kaggle competitions

AI Experience 2: Integrated Bedrock on Zapier to summarize Slack threads and auto-create tasks to Google Drive

Technical Skills: SQL, Data Analytics, Pandas, Django, Vue, React, Node, Algorithm, Data Structure, Machine Learning (scikit-learn)

Skills: Working Backwards, PR/FQA Writing, Product Roadmap Development, Customer Research, Agile/Scrum

Hobbies: Rock Climbing: V2 climber with the mindset of V8. Board Games: Competitive strategist, gracious in victory