

# JOSEPH LIM

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## SKILLS

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**Programming Languages:** Python (Pandas, NumPy, Matplotlib, Seaborn), SQL (MySQL, PostgreSQL, MS SQL), MATLAB

**Machine Learning:** Scikit-Learn, TensorFlow, Keras, PyTorch

**Data Science & Tools:** Data Science Pipeline (Preparation, Exploring, Modelling, Interpretation), Tableau, Looker, Excel, Power BI

## EXPERIENCE

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### Data Analyst/Associate Producer – Zynga

Jan 2023 – Apr 2023 | Toronto, ON

- Developed SQL queries in MS SQL and used Python libraries (Pandas, NumPy) to streamline data collection, cleaning, and analysis on KPIs, increasing the efficiency of processes by more than 80%
- Built interactive reports and dashboards in Looker, Power BI and JIRA to help 10+ cross-functional agile teams gain valuable insights and make data-driven improvements to their sprint performances
- Analyzed project data using SQL by generating relevant statistics on resource availabilities and project durations to create project roadmaps in Excel, resulting in a 50% increase in project/OKR tracking efficiency for teams
- Collaborated with the FinOps team to create 15+ interactive Tableau dashboards that visualize resource management trends and establish resource forecasting among company teams/verticals, enabling data-driven decisions in resource allocation across the organization

### Junior Product Analyst – NCSA & Zcrui

May 2022 – Aug 2022 | Chicago, IL

- Performed data visualization and analysis across 3 products using Heap by defining KPIs and usage metrics, generating insights on 10,000+ daily users to aid in product decisions and drive improvements in features/functionality
- Successfully led a feature improvement project for Zcrui by effectively translating a product plan into user stories for engineers and designers, resulting in a 25% increase in UX measures
- Analyzed 300+ feedback tickets in ProdPad from NCSA customers to identify key trends and leveraged these insights to plan for future OKRs, resulting in a more targeted product development

### Junior Product Manager – Front Rush

Sept 2021 – Dec 2021 | Chicago, IL

- Co-led the development of 2 products within Front Rush by working closely with cross-functional agile teams to define, plan, and prioritize product requirements, resulting in successful product launches
- Composed 50+ user stories in JIRA related to the development and implementation of new features for Front Rush's products, resulting in increased usage by 9,500+ teams and 30,000+ coaches
- Conducted 20+ coach interviews as part of the product team to gain a deeper understanding of athletic department processes and specific needs across various schools to optimize user experience and improve product functionality

## PROJECTS

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### ASA DataFest Hackathon

Apr 2023 | Waterloo, ON

- Analyzed patterns/trends in a raw dataset related to an online Q&A platform using SQL and Python, showcased insights on a Tableau dashboard, and helped devise effective business strategies by suggesting data-driven improvements in lacking areas

### NBA Data Analysis

Feb 2023 – Apr 2023 | Toronto, ON

- Built and trained an LSTM model using PyTorch that predicts future NBA season averages using historical averages from the past 40 years
- Developed SQL queries in MS SQL to explore player statistics extracted from an NBA API and created a player dashboard on Looker, highlighting key performance metrics that can be used for game predictions
- Utilized Python Libraries (Pandas, NumPy, Matplotlib) and an NBA API to create a script that generates player shot charts from any season, which can be leveraged to identify player's shooting tendencies and develop strategies for maximizing their performance

## EDUCATION

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### University of Waterloo

Sept 2020 - Present | Waterloo, ON

- Candidate for Bachelor of Applied Science – Honors Systems Design Engineering
- Relevant Courses: Probability and Statistics, Linear Systems and Signals, Calculus 3, Matrices and Linear Systems
- Cumulative GPA: 3.90/4.00

### Stanford Online/DeepLearning.AI – Machine Learning Specialization

Mar 2023 - Apr 2023 | Toronto, ON

- Courses: Supervised Machine Learning - Regression and Classification, Advanced Learning Algorithms, Unsupervised Learning – Recommenders – Reinforcement Learning
- Projects: Linear/Logistic Regression, Neural Networks, Decision Trees, K Means Clustering, Anomaly Detection