

Yew Jin Lim

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Director of Engineering at Google leading Notifications and Proactive AI, focused on innovating Search products through AI and technology



Professional Experience

 **Google**
DIRECTOR OF ENGINEERING, NOTIFICATIONS AND PROACTIVE AI LEAD

San Francisco Bay Area
2023 - Present

- Lead the Notifications and Proactive AI organization at Google's Search Discovery, focusing on innovative Search products using cutting-edge AI technology
- Build innovative Search proactive products and features leveraging the latest tech, including GenAI platforms
- Drive development of systems to keep users informed by digesting world's information and delivering timely, useful notifications
- Enable users to effortlessly use Gen AI to meet their daily needs

AI/ML GenAI Search Engineering Leadership Product Strategy

 **Google**
PRINCIPAL SOFTWARE ENGINEER, SEARCH GROWTH ENGINEERING LEAD

San Francisco Bay Area
2018 - 2023

- Led development of predictive systems for ranking and triggering of multiple proactive/queryless features in Search
- Drove Google Search usage growth by building horizontal technologies for sustainable user acquisition and re-engagement
- Led the Intent Prediction team of 50 members, developing novel techniques using deep learning and data mining
- Developed frameworks for determining user information interests, optimal timing, and presentation methods

Deep Learning Data Mining Team Leadership Predictive Systems Growth

 **Google**
SOFTWARE ENGINEER TO SENIOR STAFF SOFTWARE ENGINEER

San Francisco Bay Area
2012 - 2018

- Led proactive search initiatives using personalized and contextually-relevant signals to enhance Search experience
- Led the spelling correction team and Cross Language Information Retrieval (CLIR) team, making search language-agnostic
- Developed and launched document spell check feature, receiving positive industry recognition

Spell Check ML Systems Technical Leadership Search Features

Education

 **National University of Singapore**
PHD IN COMPUTER SCIENCE

Singapore
2003 - 2007

- Funded by A*Star-NUS Graduate Fellowship
- Thesis: On Forward Pruning in Game-Tree Search
- Research focus on game AI and machine learning

 **University of Waterloo**
BMATH, DOUBLE DEGREE

Canada
1997 - 2000

- Double Honors Degree in Pure Mathematics and Computer Science
- Graduated with Distinction

Selected Publications

Lim, Y. J. (2007). *On Forward Pruning in Game-Tree Search*.

Lim, Y. J., & Teh, Y. W. (2007). Variational Bayesian approach to movie rating prediction. *Proceedings of KDD Cup and Workshop*, 15–21.

Lim, Y. J., Kunz, J., Linn, J. G., Gilliland, C. J., Faden, D., & Jhala, S. (2018). *Predicting user needs for a particular context*.

Lim, Y. J., Linn, J., Liang, Y., Steinebach, C., Lu, W. L., Kim, D. H., & Kunz, J. (2021). *Predicting intent of a search for a particular context*.

Skills

Languages English | Conversational Chinese

Tech Stack Python | C++ | PyTorch

Personal Interests Gardening | Meditation | Reading