Yew Jin **Lim**

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Director of Engineering at Google leading Notifications and Proactive AI, focused on innovating Search products through Gen AI, ML, and generally decent engineering

Professional Experience

Google — San Francisco Bay Area
DIRECTOR OF ENGINEERING, NOTIFICATIONS AND PROACTIVE AI LEAD — *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 — San Francisco Bay Area
PRINCIPAL SOFTWARE ENGINEER, SEARCH GROWTH ENGINEERING LEAD — *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 — San Francisco Bay Area
SOFTWARE ENGINEER TO SENIOR STAFF SOFTWARE ENGINEER — *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 web-scale contextual spell checker that revolutionized document editing by adapting Search spelling technology (2012 launch). System detected context-specific errors traditional spell checkers missed, with documented cases of catching 38+ errors in professionally edited manuscripts. Featured in author Amy Stewart's review: "The genius behind this technology…you are invited to Thanksgiving every year."

Spell Check   ML Systems   Technical Leadership   Search Features

Education

National University of Singapore — Singapore
PhD IN COMPUTER SCIENCE — *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 — Canada
BMATH, DOUBLE DEGREE — *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++ | Prompt Whisperer
Personal Interests	Gardening | Meditation | Reading