Valerie Lim

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Product Manager

Award winning Product Manager with 3.5 years of experience working with multidisciplinary teams in building and shipping technical products and professional services in cybersecurity and gaming. Adept at Agile methodology. Leveraging developer experience and a passion for continuous improvement, excels in translating user journeys into strategic product roadmaps and bridging the gap between technical and non-technical stakeholders.

Product Management and Technical Skills

Product Management: Agile, Influential, Creative, Innovative, Committed
Languages: Python, JavaScript, HTML, CSS, SQL, Mongo, JSON, Typescript, EJS, DTL
Libraries and Frameworks: React, Express.js, Django, jQuery, Bootstrap, Semantic, JQL
Databases and other: Jira, PostgreSQL, MongoDB, RESTful Routing, JSON API

Experience

Development Manager
Vancouver, BC, October 2022 – September 2023
EA Sports – FC (formerly known as FIFA)

- Designed and implemented franchise-wide process changes in tangent with developing game features for the main game and special builds.
- Served as Lead Development Director on the FC 24 Closed Beta. on the FC 24 Closed Beta. Equipped with a multidisciplinary team of engineers, artists, and producers, increased the total player count by 40% and project scope by 100%.
- Implemented Agile frameworks to run sprint planning and bug tracking for the main menu navigation redesign for FC 24, focusing on improving the UX based on player feedback.
- Delivered presentations on process redesigns to meet the different demands and use cases for producers, project managers, upper management, and software engineers.
- Awarded the Franchise Peer-to-Peer Recognition Award in March 2023 for promoting positive work culture and providing unwavering support to team members in meeting GDF pre-production milestone requirements.

Project Management Office Lead
Vancouver, BC, November 2021 – September 2022
Kobalt.io

- Oversaw and engaged in the planning and execution of all services, while driving product, customer, and internal operational excellence.
- Designed an incident response service that improved upsell and conversion rates in the business by 25% by creating a product that suited the needs of every SMB, beyond maintaining compliance.
- Defined the pricing, packaging, and positioning of product offerings such as the core gap assessment offering which lowered the internal cost of the service by 60%.
- Collaborated closely with Marketing to develop and launch a comprehensive suite of privacy services, expertly tailored to meet the diverse needs of clients based on their organization size.
- Leveraged expertise of company products, security, and SaaS by acting as a sales engineer to provide critical support on sales calls.
- Created and led a delivery team of project managers and technical resources as the hiring and people manager.

Jr Project Manager
Vancouver, BC, December 2020 – October 2021
Kobalt.io

- Recognized in February 2021 with the Work Culture Champion award, for driving and promoting a culture of positivity and warmth during a crucial period of growth for the company.
- Planned and executed the internal SOC2 Type 2 compliance journey, which was condensed into a span of 6 months as opposed to the typical timespan of 2 years.

Education

General Assembly, Full Stack Software Engineering Immersive
Remote, certificate expected: January 2024
Full-stack software engineering 420+ hour program focused on product development fundamentals, object-oriented programming, MVC frameworks, data modeling, and team collaboration strategies.

University of British Columbia, Bachelor of Arts – Political Science
Vancouver, BC, Graduated: November 2020