

Jefferson Lim

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Education

National University of Singapore | B.Comp Computer Science (Honours) May 2024 (Expected Graduation)
Student Ambassador, School of Computing Freshmen Orientation Program

University of Southern California | Exchange Program (NUS Exchange Scholarship) Fall Semester 2022
Champion, Product@SC Fall 22 Case Competition | Photojournalist, Annenberg Media

Professional Experience

Singapore Economic Development Board, Software Engineer + UX Design Intern, Singapore May - Aug 2023

- Built and published a npm library for organization-wide Design System along with react-storybook, reducing 50% off development time across 3 cross functional projects
- Implemented visual regression testing for frontend components with Playwright with >98% coverage
- Designed screens and prototypes, and conducted 8 user interviews to gather quantitative and qualitative research insights for new digital products targeting >500 users

National University of Singapore, Teaching Assistant (CP2106), Singapore May - Aug 2023

- Mentored 24 students in modern web and app development with software engineering best practices

AI Center for Education Technologies, Fullstack Software Engineer Intern, Singapore May - Aug 2022

- Developed new frontend for online learning platform in React + Typescript used by >1,000 students
- Optimized load times for pages by 10x with frontend virtualization and backend querying techniques
- Architected reusable web components with a focus on enhancing user experience

Seagate Technology, Developer Intern, Singapore Dec 2019 - Jun 2020

- Launched hard drive tracking system, handling procurement volume of hundreds of disk drives daily
- Engineered dashboards for real-time system visualization using Microsoft Office

Freelance, Digital Marketing Consultant, Singapore Jan 2017 - Present

- Developed CMS workflow for Wordpress sites and crafted bespoke SEO strategies with social media content, generating >50,000 organic impressions and marketing leads for clients

Leadership

Facilitators@NUS, Club President 2021 - 2022

- Pioneered facilitation skills and new workshops, impacting >900 individuals with experiential learning
- Tripled enrolment numbers and doubled club funding to over \$10,000

Skills + Tools

React, Typescript	Git, Java, Webpack	Python, Ruby on Rails	UI/UX Design Thinking
HTML, CSS, JS, SQL	Selenium, VSCode	Photoshop, Illustrator	Figma

Projects

Buimatix | Fullstack Developer 2023

Using computer vision to reduce embodied carbon in sustainable developments

Winner of NUS N-novate Challenge Hackathon, Top 8 National finalist for SDG Open Hack Singapore 2023

Kitchen Next Door | Product Lead + User Researcher + Designer (Figma) 2022

Mobile app connecting food lovers with good food

SPARK | Product Lead + Fullstack Developer (MERN) 2021

Web application that sparks meaningful conversations between friends and strangers

Achieved Artemis rating (top 10% of cohort) in NUS School of Computing Orbital 2021

Work Authorization

Singapore Citizen; Eligible for H-1B1-Singapore visa, which has a separate quota from the limited H-1B pool