



Matthew Lim

UX Engineer

mlim45@gatech.edu

limmatthew.com

Experience

Blend Labs Inc. San Francisco, CA
Product Design Intern *May 2021 - Aug 2021*

- Lead an ideation-to-production design process to inform bankers of Wells Fargo Personal Loans rate changes.
- Formalized modal, banner, and input tool-tip components used in Blend's enterprise design systems via design audit.

Digital Threats to Democracy Atlanta, GA
Graduate Research Assistant *May 2020 - Present*

- Modernized UI/UX of social media content monitoring platform (Aggie) for detecting hate speech and misinformation in Myanmar, Kenya, and Ethiopia.
- Launched Facebook comments, content tagging, and media thumbnails from design to dev to deployment.
- Conducted usability study with 11 Burmese users with an A/B study of various machine learning hate score visualizations.

Siemens Inc. Norcross, GA
Software Engineering Intern *May 2019 - July 2019*

- Built mass installation and hundreds of automated tests for an IoT data collection unit known as Industrial Edge.
- Designed and prototyped a metering app for a heat monitoring system on Siemens' IoT analytics platform.
- Lead design thinking workshop for intern class of 20 and 3 full-time employees.

Autodesk Inc. San Francisco, CA
Software Development Intern *July 2018 - Dec 2018*

- Enhanced functionality and responsiveness of Autodesk's Screenshot web player with over 375,000 monthly users.
- Championed UI design overhaul of web player to senior leadership after review of user research and web analytics.
- Prototyped fellow Autodesk UX designer's web application to map and visualize consumer support cases.

Education

Georgia Institute of Technology
Atlanta, GA, USA

M.S. in Human-Computer Interaction
Aug 2020 - May 2022 | Interactive Computing

B.S. in Computer Engineering
Aug 2016 - May 2020 | Highest Honors

Projects

Defense against dis/misinformation

User research with 18 NGOs, researchers, and businesses working on counter-misinformation to develop tools to better assist their efforts.

Cooleaf Admin Dashboard

Catering smart insights for administrators to understand how employees use the Cooleaf employee rewards platform.

Involvements

Director of Strategy @ The Hive

Imagining the future and assessing the now of an high-tech makerspace that sees 200+ users daily.

Skills

Design: Design systems, Wireframing, Prototyping, Usability Testing, Information Architecture, A/B Testing, User Analytics, UI/UX design, User Flows, Storyboarding, Surveys

Technologies: JavaScript, React, Angular, Flutter, JQuery, ExpressJS, Node.js, D3.js, matplotlib, R, git, HTML, CSS, Python, Java, C++

Tools: Figma, Miro, Jira, Sketch, Illustrator, Adobe XD, After Effects, Premiere Pro, Fusion 360