Jay Lim

Design Engineer, Multi-Agent Systems, Culture Strategy

Seoul, South Korea | LinkedIn

AI Product Design Engineer & Creative Technologist developing next generation innovations for the Age of AI @ evolv3 - inspired by MIT research.
Product Design Engineering, Rapid Prototyping, Algorithm Design, Agentic Modeling, Cross Functional Team Formation, Full Stack Development.
Award winning work for BMW 3D for web, immersive experiences with Cadillac, large scale marketing automation for Hilton Brands & more.
Global connector in the arts and influential person's relations.
Work featured on Yahoo:Finance, Bitcoin.com, Techtimes.com. Inventor of Smart NFT Trading Bot.

Experience

Founder Dec 2021 — Present
evolv3 *evolv3 the world*
The evolv3 thesis inspired by MIT research -- 'Life 3.0: Being Human in the Age of Artificial Intelligence' by MIT physicist Max Tegmark.

Designer & Developer / Brand Guardian Mar 2014 — Mar 2016
Williams Lea Tag *New York City Metropolitan Area*
Core member of the team working on the design, development & production of digital media for Burberry, Levis, Hilton and more.
- Adhering to design & code standards for digital advertising campaigns at Scale.
- HTML 5 Interactive & CSS Animation.
- On boarding new members of the team & process training.
- Brand guardian work for Hilton Hhonors & Burberry to ensure all work followed brand guidelines & standards.
- Creating production automation design & code systems to implement large scale campaigns.
- Landing Page Design & Animation.
- Web & Mobile APP MVP & Prototype development.

Designer & Developer Mar 2011 — Jun 2011
Atmosphere Proximity *New York City Metropolitan Area*
Contract Designer & Developer in the digital lab of BBDO: Atmosphere Proximity.

Interactive Designer & Developer Feb 2010 — Feb 2011
Spectrum Reach (Formerly Time Warner Cable Media) *New York City Metropolitan Area*
Contract Interactive Designer for TWC where I worked on everything from tablet design, banner design, microsite, to special interactive flash presentations.

Interactive Designer & Developer / Sound Designer Jan 2010 — Aug 2010
The Lab *New York City Metropolitan Area*
Contract freelance Interactive Designer, Music & Sound Designer for clients: Cadillac, Jaguar, Ciroc and various other projects.

Production Designer Oct 2007 — Oct 2009
KBS (kirshenbaum bond senecal + partners) *New York City Metropolitan Area*
Joined a fast paced interactive agency "Dotglu" part of the KBS umbrella of companies where I worked on all spectrums of the Interactive Design discipline for a wide range of high profile clients. Everything from banners, microsites, emails, experiential marketing to full site re-designs, production & development. Clients include: BMW, NetJets, Panasonic, Starz, Wendy's to name a few.

Product Designer [UI/UX] Jan 2006 — Jan 2023
Enhanced *NYC*
Enhanced helps inventors, entrepreneurs & start up founders bring their digital products to life. Portfolio includes high profile client work and internal projects & IP holdings.
Product Design, UI/UX, Front End Development, Website Design, Marketing/Advertising, Branding, App/Mobile Development.

Education

Massachusetts Institute of Technology Jun 2018 — Jun 2019
UX for HCI
Activities and societies: Research the fields of UX for HCI with a focus in AI + emerging tech.

Code School Jan 2014 — Jan 2016

React, Python, CSS3, Javascript, Color Theory & Typography training.

Certifications

Human-Computer Interaction for User Experience Design, MIT Computer Science and Artificial Intelligence Laboratory (CSAIL) Sep 2018

Skills

Research and Development (R&D) · User Interface Design · User Experience · Emerging Technologies · UI/UX · Product Design · Front End Development · Algorithm Design · Online Advertising · Advertising · Social Media Marketing · Social Media · Sketch · Wireframing · Creative Direction · Futurist Ideation · Adobe Creative Suite