Chong-U Lim

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Ashdown House
Cambridge, MA 02139
(617) 308-6483

EDUCATION

Ph.D., Electrical Engineering & Computer Science (2013–Present)
Massachusetts Institute of Technology, Cambridge, MA, USA

Master of Science, Electrical Engineering & Computer Science (2011–2013)
Massachusetts Institute of Technology, Cambridge, MA, USA

Bachelor of Engineering, Computing (2006–2009)
1st Class (Honours)
Imperial College London, London, United Kingdom

WORK EXPERIENCE

Lead Client Developer   Nov 2010 to August 2011
Playfish, Electronic Arts Interactive, London, United Kingdom
- Lead client developer on *Restaurant City*, one of Playfish's top games on Facebook with.
- Worked with producers and product managers to lead the client development team in the implementation and development of gameplay features.

Game Developer   Sep 2009 to Oct 2010
Playfish, Electronic Arts Interactive, London, United Kingdom
- Implementing gameplay features and tools for hit social games on Facebook.
- Worked on the commercially successful Facebook game *Restaurant City*, which had more than 10 million monthly active users.

Gameplay Programmer Intern   Jun 2008 to Sep 2008
Kuju Entertainment, Sheffield, United Kingdom
- Worked on a commercial title, using the *Unreal Engine 3*, which was subsequently released for the PC, Xbox 360, and Playstation 3.
- Worked on code maintenance, bug-fixing, downloadable content (DLC), and gameplay profiling.

TEACHING EXPERIENCE

Teaching Assistant   Spring 2013
6.813/6.831 UI Implementation & Design
Department of Electrical Engineering and Computer Science, MIT, Cambridge, USA
- Prepared in-class activities and programming lab assignments.
- Graded individual student assignments.
- Mentored students for their semester-long group projects.

Undergraduate Teaching Assistant   Fall 2008–Spring 2009
Department of Computing, Imperial College London, London, United Kingdom
- Responsible for the preparation of Personal Programming Tutorial (PPT) sessions for first year undergraduate students.
- Assisted the assigned tutor with conducting tutorials, providing guidance, and monitoring the progress of students.

- Involved in marking weekly lab assignments and providing feedback for the students.

PUBLICATIONS (REFEREED)

Chong-U Lim, and D. Fox Harrell   2013
"Computational Status Performance: A Case of Predicting Identity Performance in Multiplayer Online Games with Social Networking Data," *Proceedings of the Ninth AAAI Conference on Articial Intelligence and Interactive Digital Entertainment*, Boston, Massachusetts, Oct 14–Oct 18. Submitted.

Chong-U Lim, and D. Fox Harrell   2013
"Modeling Player Preferences in Avatar Customization using Social Network Data," *Proceedings of the IEEE Conference on Computational Intelligence and Games*, Niagara Falls, Canada, Aug 11–Aug 13. Accepted.

D. Fox Harrell, Dominic Kao, and Chong-U Lim   2013
"Computationally Modeling Narratives of Social Group Membership with the Chimeria System," *Proceedings of the 2013 Workshop on Computational Models of Narrative a satellite workshop of CogSci 2013: The 35th meeting of the Cognitive Science Society*, Berlin, Germany, Jul 31-Aug 3. Accepted.

D. Fox Harrell, Chong-U Lim, Sonny Sidhu, Ayse Gursoy, and Jia Zhang   2013
"Playing Mimesis: Engendering Understanding Via Experience of Social Discrimination with an Interactive Narrative Game," *Electronic Book Review*. In revision.

D. Fox Harrell, Chong-U Lim, Jia Zhang, and Dominic Kao   2013
"The Living Liberia Fabric: An Interactive Narrative Artwork Memorializing Civil War in Liberia," *Proceedings of the International Symposium on Electronic Art*, Sydney, Australia, Jun 7-Jun 16. Accepted.

D. Fox Harrell, Chong-U Lim, Sonny Sidhu, Christine Yu, Jia Zhang, and Ayse Gursoy   2012
"Exploring Everyday Creative Responses to Social Discrimination with the Mimesis System," Demo Abstract, *Proceedings of the 2012 International Conference on Computational Creativity*, Dublin, Ireland, May 30-Jun 1, 2012.

Chong-U Lim, Robin Baumgarten, and Simon Colton.   2010
"Evolving Behaviour Trees for the Commercial Game DEFCON," *Applications of Evolutionary Computation*, pp. 100-110. Springer Berlin Heidelberg, 2010.

PROFESSIONAL SERVICE

Program Committee Member   2013
1st AIIDE Workshop on Artificial Intelligence and Games Aesthetics

AWARDS

Social Networking Game of the Year   2012
The Sims Social
Academy of Interactive Arts and Sciences 2012

Performance Recognition Award   2011
Playfish, Electronic Arts Interactive
In recognition for contributions to teamwork and development.

Performance Recognition Award   2010
Playfish, Electronic Arts Interactive
In recognition for contributions to teamwork and development.

Departmental Prize for Excellence   2009
Imperial College London
Awarded to a final year student for outstanding overall performance.

Distinguished Project Prize   2009
Imperial College London
Awarded for outstanding individual project in terms of technical achievement and presentation.

Gloucester Research Prize   2008
Imperial College London
Awarded annually to up to ten non-final year students of each of the departments of Computing, Mathematics and Physics for academic excellence.

City & Guilds' Student Activity Award   2008
Imperial College London
Awarded to students who, based on their proven record of activity, are judged the most likely to participate in and contribute strongly to the sporting, social and leisure side of student life.