



## Priscilla Thay Lim

September 27, 1988 - January 13, 2022

Priscilla Lim, a beloved daughter, granddaughter, niece, cousin, and best friend to many, sought to make the world a better place by putting people first. She passed away unexpectedly on Thursday, January 13, 2022 in Austin, Texas. She was 33.

Priscilla's warm smile could light up your soul. She was smart, ambitious and determined, stubborn yet easy-going. She was known to all as a great friend who had your back. She accepted people for who they were and made people feel good when they were around her. She loved and was loved.

Though young, Priscilla lived a full life and touched many people during her lifetime. Her presence in our lives will be sorely missed.

Priscilla was deeply committed to advancing her life and career and strove to be the best version of herself in any circumstance.

An expert at understanding subtle human behaviors, Priscilla worked as a seasoned user experience strategist who inspired and led teams to make informed decisions about digital products and services that people love. She was an astute problem solver who brought the ability to dig into the root of a problem and devise unique approaches to tackle it. Every project Priscilla worked on was made stronger with her expertise, and she would ensure that her team iterated until they got the solution right.

At the time of her death, Priscilla led and executed research projects for Google's Corporate Engineering team and managed staff at Key Lime Interactive. She spent her career working with industry-leading tech and financial companies to help them develop a deeper understanding of their customers.

One of Priscilla's passions was enriching the lives of others through mentorship. She helped young user experience professionals feel supported in their careers and advised them on ways to reach their goals.

Priscilla was also driven by a desire to excel personally. She had big goals and dreams for her future, always trying to outdo herself with challenges such as bodybuilding, real estate investing, beautifying and designing homes, and enhancing her wellness.

Work took her to stints in New York, San Jose and Austin. An enthusiastic traveler, Priscilla took every opportunity to visit different countries and places. She loved immersing herself in new experiences and sharing them with everyone.

Born in New York City and raised in Garland, Priscilla graduated from The University of Texas at Dallas with degrees in Psychology & Child Learning as well as Arts & Technology.

She is preceded in death by her beloved “ah Mah Mah,” her maternal grandmother. She is survived by her two loving moms who were her fiercest supporters in helping her achieve her best, a loving dad who was her friend and confidant, her grandma and numerous aunts, uncles who adored her for the light that she brought to every family gathering, her tribe of cousins who were her best friends and partners in crime, her chihuahua baby, Sweet Pea, and her cat Harry who found her and followed her home.

Priscilla had so much goodness, so much capacity to bring happiness to others and such a bright future. The world is a lesser place without her.

Masks are required for all who attend the visitation. Only 20-25 people will be allowed in at one time. Carpooling is encouraged as onsite parking is limited. We request that all who are able to please park around the corner on

Brockman St. in order to leave room for Priscilla's immediate family.

# Tribute Wall



“ *Nick lit a candle in memory of Priscilla Thay Lim*



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**Nick** - September 07, 2025 at 01:24 AM



“ *Jasmine lit a candle in memory of Priscilla Thay Lim*



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**Jasmine** - November 16, 2024 at 11:11 PM



“ *Priscilla Thay Lim*

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October 14, 2022 at 12:02 PM



“ ❤️



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**Bonny** - January 29, 2022 at 01:50 PM

EC

“ *Ellen Carey lit a candle in memory of Priscilla Thay Lim*



Ellen Carey - January 29, 2022 at 08:49 AM

LE

“ *Lisa Eichorn lit a candle in memory of Priscilla Thay Lim*



Lisa Eichorn - January 27, 2022 at 09:16 AM

JS

“ *1 file added to the album Memories Album*



Julie Saunders - January 26, 2022 at 01:23 PM

CH

“ *Christy lit a candle in memory of Priscilla Thay Lim*



Christy - January 26, 2022 at 10:36 AM

LK

“ *Lavrentia Karamaniola lit a candle in memory of Priscilla Thay Lim*



**Lavrentia Karamaniola** - January 25, 2022 at 04:49 PM

DB

“ *Denise Behety lit a candle in memory of Priscilla Thay Lim*



**Denise Behety** - January 25, 2022 at 02:17 PM

DB

*Words cannot express what comes to mind when I think about Priscilla also known as “P”. I am not sure they will do her justice. P was respected, talented, impressive, poised, caring, mentoring, generous, thoughtful, articulate, fair, funny, cool, compassionate, disciplined, ambitious, private, methodical, witty, beautiful (inside and out)...I could go on and on. We got the chance to collaborate on creating the leader in training & onboarding program. I saw firsthand how much she cared about the team, our clients, our work and UX. She will be forever remembered for her contributions but more importantly for the person she was. Our talks about life, hopes, dreams, struggles will be sorely missed. I felt this big sister-little sister connection. My heart aches for what could have been but I know she is in a better place and we will meet again. Love always, Denise*

**Denise Behety** - January 25, 2022 at 03:14 PM

JA

“ *Jazmyne lit a candle in memory of Priscilla  
Thay Lim*



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**Jazmyne** - January 24, 2022 at 04:19 PM

SS

“ *Sam Silver lit a candle in memory of Priscilla  
Thay Lim*



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**Sam Silver** - January 24, 2022 at 01:00 PM

BD

“ *Benjamin Davies lit a candle in memory of  
Priscilla Thay Lim*



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**Benjamin Davies** - January 24, 2022 at 12:18 PM