

## PROJECTS

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- **Client/Server-Side Web Application Development**
  - Developed a **responsive web application** using **ASPX pages, Web Forms, Gridviews, custom controls, AJAX, and Bootstrap**, creating an infrastructure inspired by **Amazon** where users can login/register to an account and purchase/sell items.
  - Implemented **user authentication** for both customers and merchants, ensuring **secure login** functionality.
  - Established a comprehensive **database** using **web APIs** for users to store login info, listings, and transactions.
- **Capstone Project: Student Social Security Number Form Workflow System (SSNFWS)**
  - Collaborated in a three-member team to develop an **automated** solution for the Office of International Students & Scholar Services.
  - Modified user interface using **Visual Studio Code/2017, HTML, CSS, and Bootstrap** in order to provide users with a responsive design.
  - **Designed database schema** and created a database using **SQL Server** accordingly.
  - Incorporated various techniques including **modular design, program development, testing and integration** by following the **Agile Development Process** consisting of **Sprints** and **weekly Scrum meetings / minutes**.
  - Utilized **C#, ASP.NET, CSS, and JavaScript** programming languages, along with **Git/GitHub** for code management.
  - **Created test plans** and conducted system testing collaboratively, both internally and with the client.
  - Deployed system successfully by utilizing **configuration management** across testing, pre-production, and production environments.
  - Produced a comprehensive **final system documentation**, including **User Manual** and **Operating Procedures**.
- **Connect 4**
  - Built a straightforward two-player drag-and-drop game designed to emulate the classic Connect 4 experience, utilizing **dragNdrop JS plugin** for seamless interaction.
- **Portfolio:**
  - Developed a visually appealing portfolio utilizing **React.js, Next.js, Tailwind CSS, and Typescript** to showcase projects and resume.

## EXPERIENCE

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Alibaba - Guangzhou China

May 2020 – August 2023

### Operations Manager

- Implemented extensive marketing and promotional initiatives to attract both buyers and sellers, resulting in a **55% increase in total market share** for professional medical beauty equipment.
- Utilized Alibaba's Keyword advertising and premium advertising programs **boosting Conversion Click Rates by 10.6%**.
- Managed Alibaba's cloud computing system, overseeing data storage, hosting, and AI solutions, to uphold an organized **database system** for clientele and data. This facilitated the seamless execution of **marketing email campaigns** with enhanced precision and effectiveness.
- Enhanced logistics efficiency by switching services, leveraging WeChat internal application, and redesigning logistic templates. Implemented multiple courier services for timely deliveries, resulting in a **6% reduction in logistics costs** and an **18% increase in revenue from shipments**.
- Drafted contracts, collaborated with sales agents, and provided exceptional customer service—**elevating the shop's star ratings to the highest Level 4** from Level 1 and **reducing customer complaints by 15%**.

## SKILLS

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- Fluent in written and spoken English and Spanish, and spoken Chinese - Mandarin
- JavaScript, C#, HTML, CSS, Tailwind, Typescript, ASP.NET, React.js, Next.js
- Installation, Debugging, Visual Studio/Visual Studio Code, MySQL, SQLite, DBMS, VMware
- Microsoft Windows, macOS, Android, iOS