

Xiaohong Zhuang

aka Josie

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PROFESSIONAL SUMMARY

I'm a self-taught web developer with a background in marketing and technical project management. Passionate about building functional, user-focused applications. Seeking a web developer role to apply hands-on coding skills and a unique perspective on bridging business goals with technical solutions.

PROGRAMMING SKILLS

Frontend: JavaScript, React, Next.js, Redux, GSAP, HTML/CSS, Tailwind CSS, Bootstrap5

Backend: Python, Django, Node.js, RESTful APIs (Django REST Framework, Django Ninja)

Databases: PostgreSQL, MongoDB

DevOps & Tools: Git, Docker, Nginx, AWS

Design & CMS: Figma, WordPress

TECHNICAL PROJECTS

Full-Stack SaaS Application

www.github.com/Catslife66/micro-services-api-backend
www.github.com/Catslife66/micro-services-nextjs-frontend

- Developed a microservices-based application simulating a SaaS workflow, featuring secure user authentication and Stripe payment integration.
- Built a RESTful API using Django and Django Ninja, connected to a PostgreSQL database.
- Created a dynamic, responsive frontend with Next.js.
- **Technologies:** Python, Django, Next.js, PostgreSQL, Stripe API, Docker

Personal portfolio website

https://josiegal.vercel.app

- Developed a fully responsive personal portfolio website using Next.js to showcase my technical skills and projects.
- Implemented complex animations with the GSAP library to create a dynamic and engaging user experience.
- Deployed the live site to Vercel, demonstrating a modern frontend workflow.
- **Technologies:** Next.js, React, JavaScript, GSAP, Figma, Vercel

- Redesign and rebuild the client's website, using WordPress and Elementor to create a fresh and modern digital presence.
 - Collaborated directly with the company's Head of Marketing to define requirements and ensure the new design aligned with their brand identity.
 - Delivered a final design that was praised by the client for its improved user experience and successfully handed off for final deployment by their hosting provider.
 - **Technologies:** WordPress, Elementor, Figma
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WORK EXPERIENCE

China Southern Airlines Pearl Hotel Management Division

Aug 2017 - Dec 2020

Branding & Positioning Specialist

- Led the launch of WeChat hotel booking mini-program, generating over 230,000 RMB in average monthly revenue and successfully shifting bookings from third-party platforms to a direct channel.
- Served as the key liaison between frontend and backend development vendors to drive the successful launch of Southern Airlines Pearl Hotel official website.
- Executed CRS(Central Reservation System) and PMS(Property Management System) upgrade and organised the subsequent training programs for staff across all 10 hotel locations, ensuring a smooth transition.
- Developed and established a comprehensive branding strategy, fostering a unique brand identity for China Southern Airlines Pearl Hotels and developing brand usage guidelines across 95 collateral items and brand content guidelines.

LN Garden Hotel Foshan

Mar 2017 - Jun 2017

Marketing & Communication Supervisor

- Directed and executed hotel photoshoots to facilitate the launch of online booking services.
- Executed the design and production of a collection of over 120 hotel collateral items for hotel openings, ensuring a cohesive and visually appealing representation of the brand.
- Worked to produce hotel's annual marketing plan.

HUALUXE Hotel Haikou

Aug 2015 - Oct 2016

Marketing & Communication Supervisor

- Achieved a perfect score (900/900) for content management in the IHG Hotel Content Manager System, setting a new record for newly opened hotels in the Greater China region and demonstrating exceptional attention to detail.
- Executed the design and production of over 198 hotel collateral items for hotel openings, ensuring consistency and high-quality brand presentation.

- Executed Food & Beverage(F&B) promotions and events advertising collateral design, overseeing material delivery, and conducting bi-monthly F&B photo shoots.
- Collaborated across different departments to execute key events such as wedding shows, hotel brand showcasing, social media influencers staycations and Octoberfest.

Howard Johnson Hotel Haikou

May 2014 - Jul 2015

Marketing & Communication Supervisor

- Drove brand visibility and sales by managing the regular design and production of all promotional sales collateral.
- Increased public exposure and strengthened market presence by planning and executing the hotel's social media strategy and media engagement events.

EDUCATION

Mitsumine Career Academy, Tokyo
Japanese Language Studies

2013 - 2014

Hainan University, China
Bachelor's Degree in Human Resource Management

2009 - 2013

LANGUAGES

English, Chinese Mandarin, Japanese