Daisy (HyeJi) Choi

Software developer/Electrical Engineer

Auckland,
New Zealand
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Personal Detail	
Visa	NZ Permanent Resident
LinkedIn	https://www.linkedin.com/in/daisy-choi-248306339/
Github	https://github.com/Daisychoi1995
Project	https://daisy-threebarfifty.vercel.app/

Summary

My journey into software development began when I built a custom website for my dessert business, Threebarfifty. Initially using Wix, my desire for full control and ownership led me to dive into full-stack development, sparking my passion for coding.

With a background in Electronic Engineering, self-taught skills, and experience from Dev Academy, I have developed a strong foundation in both front-end and back-end development. From creating interfaces with React and Next.js to building back-end systems using Node.js, PostgreSQL, and .NET, I understand how each piece fits together to create a seamless, scalable application.

I enjoy working in collaborative environments and being part of a team, whether it's through pair programming, working on group projects, or sharing feedback. Running my own small business has helped me sharpen my communication, problem-solving, and adaptability skills, and I bring those strengths to every project I take on.

I'm excited to contribute my full-stack expertise, problem-solving mindset, and teamwork-focused approach to your team!

Skills & Strength

Full Stack Web Development:
- **Frontend:** React, Next.js, TypeScript, JavaScript, Tailwind CSS, HTML5, CSS3
- **Backend:** .NET (C#), Node.js, Express,, PostgreSQL, SQLite, Prisma ORM
- **Others:** Git & GitHub, Vite, Vitest, Jest, Mocha, Zustand, Auth0, Firebase (Firestore, Authentication, Storage), Cloudinary, Stripe, REST APIs, Deployment (Vercel, Railway)

Skills & Experience:
- **Self-Learner:** Continuously expanding skills through hands-on projects and modern web technologies.
- **Problem-Solving:** Strong analytical mindset, developed from an Electronic Engineering background.
- **Communication & Teamwork:** Clear communicator, empathetic collaborator, and experienced in both leading and supporting teams.
- **Adaptability:** Thrives in new environments, from managing a business to building scalable applications.

Education	
Dev Academy Aotearoa - Auckland	Jan 2025 to May 2025

Certificate in Applied Software (NZQA Level 6)
- Completed an 800-hour, 17-week full-time course focused on both front-end and back-end development.
- Gained hands-on experience building web applications individually and as part of a team.
- Worked on group projects simulation real world software development environments, focusing on planning, collaboration, delegation and end to end application creation.
- Developed essential human skills such as effective communication, teamwork and problem-solving, which are crucial for building collaborative and high-performing teams.

Incheon National University - South Korea	2014 to 2018

Bachelor of Electronic Engineering
- Proficient in C/C++ with a focus on algorithms, memory management, and system-level programming.
- Expertise in designing efficient algorithms and using key data structures for problem-solving.
- Mastery of OOP concepts like classes, inheritance, and polymorphism for clean and reusable code.
- Strong analytical thinking for tackling complex coding challenges
- Experience in programming microcontrollers and interfacing with hardware

Experience	
Threebarfifty - Auckland	June 2023 to 2025

Owner
Self-run Dessert Brand (No longer operating)
- Built a custom website to replace Wix, igniting my passion for software development.
- Conducted market research, defined brand positioning, and implemented SEO strategies.
- Ran digital marketing campaigns, created engaging content, and enhanced customer UX.
- Built partnerships and used data to iterate on products and improve user experiences.

Lieutenant Cafe - Auckland	June 2023 to Current

Cafe Manager
- Managed operations and optimized operations for efficiency and profitability.
- Led a team, focusing on customer satisfaction and teamwork.
- Analysed sales and inventory data to support strategic decisions.
- Delivered excellent customer experiences and built lasting relationships.

Fields cafe - Auckland	Feb 2021 to June 2023

Sous Chef
- Worked closely with the team to improve workflows and ensure smooth operations.
- Managed budgets and inventory to minimize costs and reduce waste.
- Trained staff to enhance teamwork and efficiency.

Reference

Contact details of referees will be provided if required.