

Daisy (HyeJi) Choi

Full-Stack Developer

[LinkedIn](#) | [Github](#) | [Portfolio](#) | [Project](#)

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NZ Permanent Resident

About Me

I'm a full-stack developer who got into coding while building a website for my dessert shop. I started with Wix, but soon realized I wanted more control and flexibility, so I dove into full-stack development and I haven't looked back since.

I've studied at Dev Academy, and along the way, I picked up tools like .NET, PostgreSQL, and Next.js to build real, scalable apps. My background in Electronic Engineering helps me break down problems and solve them logically, while running my own business taught me to stay practical and get things done.

I really enjoy working with others! Whether it's pair programming, collaborating on projects, or just bouncing ideas around. I'm always excited to learn new things and build products that make a real impact.

Skills & Personal Information

Full Stack Web Development:

- **Frontend:** React, Next.js, TypeScript, JavaScript, Tailwind CSS, HTML5, CSS3
- **Backend:** .NET (C#), Razor, Blazor, 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, supportive teammate, and experienced in leading and backing up teams. I've built strong relationships with customers through consistent, reliable communication.
- **Adaptability:** Thrives in new environments, from managing a business to building scalable applications.

Interest:

- I love spending time with family and friends, nothing beats a good coffee in the morning or catching up over a glass of Shiraz at night (not too much, so I still feel great the next day!). I also really enjoy playing golf, whether it's just me or with mates, and going for chilled drives to the beach when I need a reset.

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.
- 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.

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.