Daisy (HyeJi) Choi

Full-Stack Developer

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About Me

I'm a full-stack developer with a background in Electronic Engineering. I got into tech by building a custom website for my dessert shop to replace Wix because I wanted full control over the product. That experience sparked my passion for software development. I enjoy writing clean, object-oriented code and solving system-level problems logically. My experience ranges from C/C++ and microcontrollers to modern tools like .NET, PostgreSQL, and Next.js. Running my own business taught me to focus on user experience, market needs, and data, all of which I bring into the apps I build today.

Projects

Portfolio ([Live Demo](#) | [Github](#))
- Inspired by macOS, this single-page app delivers a smooth, desktop-like experience with a focus on simplicity, maintainability, and seamless UX.
- **Tech Stacks:** React, TypeScript, Tailwind CSS, HTML5, Express, PostgreSQL, Prisma ORM, Deployment (Vercel, Railway)

ThreeBarFifty ([Live Demo](#) | [Github](#))
- My dessert shop became a web project, rebuilding the site with modern tech sparked my journey into web development.
- **Tech Stacks:** Next.js, TypeScript, Tailwind CSS, PostgreSQL, Prisma ORM, Firebase Auth, Cloudinary, Zustand, Stripe, Deployment (Vercel, Railway), Vitest

Gatherly ([Github](#))
- My first full-stack app using .NET and Blazor. A platform where users can find study partners and share thoughts. Currently a work in progress.
- **Tech Stacks:** .Net, Blazor, Razor

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 in full-stack web development, building individual and team projects in real-world dev environments.
- Built web applications individually and in teams, simulating real-world dev environments.
- Strengthened human skills like communication, teamwork, and problem-solving.
- Built full-stack applications using React, TypeScript, Node.js, and SQLite, with hands-on experience in REST APIs, Auth0, Docker, Vite, Git, GitHub, and Vitest.

Incheon National University - South Korea	Mar 2014 to Feb 2019

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

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.

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.

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.

Personal Information

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.

Reference

Contact details of referees will be provided if required.