Junction (Junxian) Li

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PROFESSINAL PROFILE

Software developer with strong communication and client support skills, experienced in building technical solutions and supporting live event technology.

TECHNICAL SKILLS

- **Programing**: Python, JavaScript, C#, SQL, Next.js, React, React Native, WordPress, Wix
- **Visual Design**: Adobe Photoshop, Canva, Lightroom, Figma, CapCut
- **Communication & Collaboration Tool**: Trello, Slack, Microsoft Teams, Zoom, Google Meeting
- **Analyst**: Google Analytics, Wind, Excel

EDUCATION

Diploma of Software Development with GPA 3.99   Sep 2023 - Apr 2025
Southern Alberta Institute of Technology

MSc Accounting, Governance & Financial Management with Merit   Sep 2017 – Jan 2019
University of Sheffield (UK)

EXPERIENCE

Event and Fund Development Assistant | Wing Kei Care Centres (Calgary, Alberta)   Apr 2025 - Present
- Provided deskside and onsite technical support for staff and volunteers during fundraising events, including hardware/software troubleshooting.
- Managed AV setups for in-person and hybrid events, ensuring smooth delivery of presentations and livestreamed sessions using Zoom and Teams.
- Redesigned event websites using Wix, improving mobile responsiveness, accessibility, and user navigation.
- Created and updated email campaigns, integrating visuals and responsive layouts for effective communication with stakeholders.
- Documented technical procedures and created user guides to support non-technical users.

Web Designer & Developer (Calgary, Alberta)   Apr 2024 - Present
- Developed and executed tailored marketing and communication strategies for 5 small to medium size local businesses in Calgary, including designing and launching secure, user-focused websites with booking functions.
- Created and managed branding materials, providing professional photography, high-quality photo editing, and custom logo/poster designs.
- Optimized online visibility by improving SEO through keyword analysis.
- Leveraged data analytics tools such as Google Analytics to monitor website performance and customer conversion rates.
- Provided strategic social media consulting, advising on platform optimization to effectively promote brand awareness and engage target audiences.

SAIT Capstone Project -Orbit Inventory Management System   Sept 2024 – April 2025
- Designed the user experience for a client in the design phase using Figma which involved creating wireframes, prototypes, and user flows to ensure an intuitive and visually appealing interface.
- Developed an inventory management solution using Next.js, React, and TypeScript for scalability and efficiency.
- Integrated Firebase for real-time data synchronization, secure storage, and user authentication.
- Designed and implemented RESTful APIs to enable seamless communication between the client and server.
- Built features like inventory tracking, role-based access control, and automated low-stock notifications.

Multimedia Assistant | Harmony the Musical (Calgary, Alberta)   May 2024 – Dec 2024
- Regularly updated and maintained website content, ensuring alignment with branding guidelines and marketing strategies to enhance user engagement and optimize site performance.
- Conducted high-quality photo and video shoots for rehearsals, interviews, stage photos, and performance using professional equipment, including planning, on-site shooting, and post-production editing.
- Produced social media video content, ensuring quality and brand consistency, while optimizing titles, descriptions, and tags to improve search results and engagement.
- Managed email subscribers, gaining hands-on experience in its features for streamlining email communication.

Bond Trader | Colight Asset Management Co.,LTD (Shanghai, China)   Jul 2019 - Jul 2023
Junior Financial Consultant | Mazars (Shanghai) Co., Ltd (Shanghai, China)   Jan 2019 - Jul 2019

CERTIFICATES

- Google Digital Marketing & E-commerce Professional Certificate
- AWS Cloud Support Associate Specialization
- Meta Front-End Developer Specialization
- First Aid & CPR/AED Level C, Red Cross - Awarded 2023

AWARD

Google Dev Fest Calgary - Gemini Game Pitch Competition - 3rd Place Winner   Nov 16, 2024