Keeno Lee

Full Stack Developer

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Personal Summary

Passionate Full Stack Developer with a proven track record in Mobile Application Development. Skilled in JavaScript, TypeScript, React, and Redux, I bring a solid background in driving business growth through strategic campaigns and data-driven optimization. With hands-on experience in Objective-C, React Native, and AI frameworks, I've successfully implemented enterprise applications and innovative projects.

Technical Skills

- JavaScript | TypeScript | React | Redux | Next.js | Three.js | Vue | React Native | Flutter | Objective-C | Node | Express | Python | Tailwind
- PostgreSQL | MongoDB | CI/CD | DevOps | Jest | Unit Testing | Tensorflow | YOLOv5 | Firebase | Fastlane | AWS S3 | AWS EC2 | Git
- Google Analytic | Google Tag Manager | Google Ads | Locker Studio | SEMrush | Arefs | Hotjar | Figma

Experience

Software Engineer	**A.S Watson Group**	*Hong Kong*	**09/2022 - 07/2023**

- Successfully developed and launched **Watsons** applications across 8 countries in App Store and Google Play (**Malaysia**, **Philippines**, **Singapore**, **Taiwan, Hong Kong, Indonesia, Vietnam, and India),** securing an impressive **10 million+** downloads across diverse regions and platforms. contributing to monthly revenue of $1 billion.
- Leveraged **React Native, Objective C, and Kotlin** to ensure seamless cross-platform performance and exceptional user experiences.
- Revamped Watson's Wine and Fortress apps, modernizing the interface, resulting in a 20% increase in user retention.
- Integrated multiple third-party systems with the escrow platform, including Alipay, PayMe by HSBC, LINE Pay, etc.
- Engineered an efficient deployment process by refining and optimizing configuration YAML files

Account Servicing Executive	**New iMedia Solutions**	*Hong Kong*	**03/2021 - 03/2022**

- Accounts Served: B.M.W Concessionaires (H.K.), Blue Girl Beer, Crocs, Columbia, Cath Kidston, UGG, Dell Technologies.
- Managed and nurtured a diverse portfolio of 20+ accounts across various industries including Retails, Beauty, Skincare, Finance, Technology, Education, Logistics sectors.
- Formulated strategic plans and executed various advertising campaigns with an annual budget of over CAD 3M and an average of CAD 250k per month.
- Conducted comprehensive data analysis to optimize campaign performance for clients, resulting in a remarkable 300% increase in the conversion rate of landing pages across the company. Moreover, achieved an impressive 10X ROAS for both online and offline events.
- Engaged in meticulous planning and thorough evaluation of clients' social media profiles, covering areas such as web design, SEO, Copy writing and Google Analytics. Capitalized on user behavior insights and market trends to steer strategic decision-making.

Projects

Swift Wheel: The platform offers a convenient and user-friendly website where individuals can access a range of rental car services.
- Teck Stacks: Next.js 13 | React | Typescript | Tailwind CSS
  Website | Source Code

A Plus Essay: A mobile app that connects students to tutors for instant private learning sessions.
- Teck Stacks: React Native | React | Typescript | NativeBase | Express.js | Node.js | PostgreSQL | AWS EC2, AWS S3
  Overview | Entity Relationship Diagram (ERD) | Wireframe | Source Code

Emoji Mama: An AI mini-game project where the AI attempts to identify objects based on what it 'sees', helping locate the emoji displayed in the real world using the camera on your phone or laptop. Have Fun!
- Teck Stacks: Javascript | Typescript | Python | YOLOv5 | Playwright | Express.js | Node.js | PostgreSQL | AWS EC2 | AWS S3
  Overview | Entity Relationship Diagram (ERD) | Wireframe | Source Code | Demo

Education

MicroMaster in A.I. & Programming	**Tecky Academy**	*Hong Kong*	**03/2022 - 07/2022**

- Comprehensive Full-Stack Development Bootcamp, encompassing a rigorous 16-week curriculum

Growth Marketing Bootcamp	**Growth Marketer Academy**	*Hong Kong*	**11/2020 - 01/2021**

- Cover various Martech & AI tools from concept to the hands-on.

Bachelor of Business Administration	**Hang Seng University of Hong Kong**	*Hong Kong*	**09/2018 - 08/2020**

- Major in Banking and Finance | Graduated with Second class Upper Division | **Academic Award**: Dean's List (2019-2020)

Languages

- **English, Cantonese, Mandarin**