

WORK EXPERIENCE

BlueRock Digital (division of BlueRock) – Melbourne, Australia (Feb 2017 – Mar 2022)

Graduate Analyst to Manager of Business Systems

Digital consultancy and agency focusing on digital customer experience strategy, development, systems consulting, design and marketing

- Managed three direct reports and an offshore development team of six, and liaised/project managed design, development and SEO contractors
- Solution planning & designing (typically involving products' APIs), implementation and client training of SaaS-based products (e.g. Hubspot, DEAR Inventory and Xero) across various industry sectors (e.g. retail & hospitality, franchise and manufacturing)
- Established Web & eCommerce service area and end-to-end process, from external client delivery/interaction to internal project management
- Lead delivery, project managed and consulted (planning & design, facilitated workshops) on BlueRock Digital's first:
 - Shopify eCommerce website development (for About Space)
 - custom developed web application (for Vie Capital, built on Laravel with API integrations to Hubspot & Xero)
 - web optimisation and managed services/support engagement on Shopify Plus eComm (for Dineamic) and WordPress / server maintenance (for MadMex)
- Client relationship management and primary point-of-contact across multiple projects (typically 6-8 projects running concurrently at a time)

Founder at Repleat (2015 – current)

An independent Malaysian bag label founded by my mum (designer), my two sisters and me

- Custom development of Shopify website

EDUCATION & PROJECTS

Rails Hackathon (Sept 2022)

Context (web application to support bilingual children learning languages through context clues)

- Final project built as part of the 48-hour hackathon using Ruby on Rails, Hotwire (Turbo & Stimulus), HTML, CSS & Tailwind, JS

Fullstack Web Development at Le Wagon – London, UK (May 2022 – Jun 2022)

Whippet Good (matchmaking dog owners to those looking for a furry companion):

- User stories, data schema, Figma UI, Ruby on Rails, Stimulus, HTML, CSS & JS

Trace (merging the digital and real-world experience through custom-created scavenger hunt games):

- Concept creation and pitch, and full User Interface design (Figma) completed by me
- Designed & developed two users stories and experiences; desktop for admins and mobile for players
- One-and-a-half week build with all members across frontend and backend
- Included user stories, data schema, Figma UI/UX, Ruby on Rails, Stimulus, HTML, CSS, JS, Mapbox API, OpenWeather API)

Frontend Web Development at General Assembly – Melbourne, Australia (2016)

Learn to fold with origa-me final project (tutorial to fold simple origami shapes, adapted from a card flip animation). HTML, CSS & JavaScript / jQuery

Bachelor of Commerce (Management & Finance) – University of Melbourne (2013 – 2015)

PLATFORMS

Ruby on Rails

SQL

HTML

CSS

JavaScript ES6

GitHub

Heroku

Figma

Shopify

Hubspot

Xero

Asana

DEAR Inventory

Lightspeed POS

Zapier

INTERESTS

Jewellery-making

Scuba diving

Vintage finds

Traveling

Music