Rebecca Lim

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WORK EXPERIENCE

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

Joined as a Graduate Analyst and left as the Manager of Business Systems

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

- Managed three direct reports and an offshore development team of six
- Established and spear-headed the Web, eCommerce & custom development service area, strategy and end-to-end process (including external client delivery and interaction to internal project management)
- Designed, proposed and presented strategy on the digital eco-system for clients across various industries (e.g. government, franchise, manufacturing and hospitality)
- Lead delivery, project managed and consulted (from planning and design, to implementation and training) more than 80 SaaS-based implementation and web/custom development projects, effectively performing as the Product Owner and working at the cross-section of the team and contractor specialists (such as designers, SEO, UX). These include some of the team's milestone and first-ever projects:
  - 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)

Founder at Repleat (2015 – current)

An independent Malaysian bag label founded by my mum (the designer), my two sisters and me. I am responsible for the building and maintenance of the Shopify website, having migrated it from the TicTail platform, and internal business process/functions; I managed the implementation of Xero and HubDoc for accounting.

EDUCATION & PROJECTS

Scrimba Learn React Course (completed Oct 2022)

Self-directed course learning the fundamentals of React. The first practical application was my personal portfolio site, built entirely on React, scaffolded with Vite and deployed on Netlify. It also deepened my understanding of CSS grids and flex.

Rails Hackathon (Sept 2022)

Context supports bilingual children learning languages through context clues. Built as part of the 48-hour hackathon using Ruby on Rails, Hotwire (Turbo & Stimulus), HTML, CSS & Tailwind, JS.

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

9-week full-time intensive coding bootcamp learning HTML, CSS, Bootstrap, JavaScript ES6, SQL, git, GitHub, Heroku and Ruby on Rails.

Our final project, Trace, merges the digital and real-world experience through custom user-created scavenger hunt games. Concept creation/pitch and full UI/UX design (Figma) were completed by me. Along with two other members, we developed two users flows: desktop for admins and mobile for players. A one-and-a-half week project involving user stories, data schema creation, mocking-up the UI/UX on Figma, and building on/with Ruby on Rails, Stimulus, HTML, CSS, JS, Mapbox API and 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

React

GitHub

Heroku

Figma

Shopify

Hubspot

Xero

Asana

DEAR Inventory

Lightspeed POS

Zapier

INTERESTS

Jewellery-making

Scuba diving

Vintage finds

Traveling

Music