Ya-Hsuan Lin

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PROFESSIONAL SUMMARY

Goal-orientated web developer with 3+ years of experience in developing customer-centric websites. Proven ability to execute technology projects with coordination between people from various departments to deliver products to non-technical end-users. Passionate about design and implementation of mobile web user interfaces providing effective user experience that exceeds customer's needs. Leverage technical and analytical skills to support critical business decisions, optimize customer relationship management and create revenue growth.

EDUCATION

Northeastern University, Boston, MA.   Jan/2017-Jul/2018
Master of Professional Studies in Informatics, GPA:3.67
Soochow University, Taipei, Taiwan.   Sep/2011-Jun/2013
Master of Business Administration, GPA:3.9
Chinese Culture University, Taipei, Taiwan   Sep/2006-Jun/2010
Bachelor of Science in Information and Communication

WORK EXPERIENCE

STAT, *Freelance Frontend Web Developer,* Boston, MA.   Dec/2019-present
- Implement new design and create prototype interfaces using HTML, SASS, and JavaScript frameworks
- Maintain and customize responsive layouts using flexbox and SASS codes
- Modify advertisement layers for integrating Google ads platform successfully
- Write clean and simple codes for optimal SEO
- Advise, collaborate with, and synthesize feedback from the product, editorial and technology teams
- Assist in running a local development environment using grunt, RubyGems, Homebrew, bundle, webpack, vagrant, node, and PHP
- Acquire basic backend development knowledge and experience

Hemp Garden Group, *Freelance Web Developer/Designer*, New York, NY.   Jun/2019-Nov/2019
- Created and delivered UI mockups using Adobe XD within 1.5 weeks
- Implemented and customized WordPress themes and modules using HTML 5, CSS 3, Bootstrap, and PHP
- Developed SEO Strategies and seamless user interfaces that deducted 22% of the website bounce rate
- Reduced 90% of loading time by migrating, operating, and hosting CMS successfully
- Optimized responsive website layouts across various dimensions of devices

MĀSK Skincare, *Freelance Web Developer/Designer*, New York, NY   Jun/2019-Nov/2019
- Converted website contents from Webflow to WordPress within 2 weeks
- Ensured cross-browser and cross-device compatibility for all web solutions and performed QA on newly released functions
- Implemented the new online payment software and reduced 100% payment system downtime

Strategis, *Freelance Web Developer/Designer*, Boston, MA   Feb/2019-Mar/2019
- Created mockups and converted them into interactive web pages using WordPress, HTML, CSS, JavaScript, and PHP
- Ensured technical feasibility of UI design
- Solved mobile-friendly issues
- Diagnosed codes and fixed bugs routinely to optimize the site's loading speed and performance

Scientific and Medical Coalition Against Cancer, *Web Developer*, Boston, MA.   Apr/2018-May2019
- Developed website pages from mockups using Adobe XD, HTML5, CSS3, Bootstrap, jQuery, AJAX, PHP, and MySQL
- Built a responsive base using Bootstrap and jQuery components from scratch to fully functional interactive frontend
- Implemented PHP and MySQL queries to transport data correctly from backend to frontend
- Applied BackstopJS to examine web layouts and increase the loading speed across different browsers
- Improved search engine optimization from 0 to 35% using google analytics, meta tags, and google search console
- Developed reliable approaches to diagnose website problems, fix bugs and optimize codes

EZTABLE, *Associate Product Manager*, Taipei, Taiwan.   Aug/2014-Mar/2015
- Defined and executed projects in alignment with software engineers, customer relationship managers, and marketing specialists
- Optimized the e-voucher invoice management system collaborating with teams from various departments to address user needs
- Reduced 80% of payment processing time from restaurants to EZTABLE due to the optimization of the e-voucher invoice management system