

Business Owner Business Owner San Francisco, CA Bilingual (Chinese and English) SF State  
GPA: 3.71 Authorized to work in the US for any employer Work Experience Business Owner June  
2015 to Present Creating and Maintain company website with up-to-date with product  
specifications and availability. To implement best web practices, web layouts and design, and  
SEO optimization strategy for company website. Creating systems (E-Commerce Management  
Software) to manage company listing, capture and analyzing competitors listing on e-commerce  
platform. Developed new marketing strategies. Promotion via social media to maximize brand  
identity and generate warm leads. Web Developer/Programmer SkyStarTrade January 2011 to  
April 2015 Develop features, bug fixes, unit tests, & integration (feature) tests for the companies and  
APIs, internal & external tools / alerts in PHP and some Java. Redesigned and created web  
design from basic sites to responsive sites. Provided guidance instruction to best web practices,  
web layouts and design, and SEO optimization strategy. Ensured all web site development  
follows W3C web standards and ADA compliance for accessibility and other good practices for  
web design and development. Provided UI design solutions to the ecommerce project manager  
and data mining specialist to increase conversion rates. Web Designer / Technical Support  
Services WinDuo Technology, Ltd. - GuangDong September 2008 to August 2009 Provided  
effective and functional web designs to company that met their specific business/personal needs.  
Developed graphic images and effects to achieve design goals. Worked directly with client to  
establish project scope, interaction guidelines, and project time lines. Performed routine  
updates, upgrades and overall maintenance of website. Ensured accuracy of website content by  
thoroughly editing and cross-checking. Education Bachelor's in Computer Science San Francisco  
State University - San Francisco, CA September 2016 to March 2018 Bachelor's in Computer  
Science Guangdong Polytechnic of Science and Technology, China June 2005 to March 2009 Skills  
PHP (6 years), Java (3 years), MYSQL (6 years), HTML (8 years), IOS (1 year), Wordpress (3  
years), Magento (3 years) Additional Information Skills Summary Language: Swift, Java, C#, C++,  
PHP, HTML, JavaScript, REST APIs Software: Xcode, Eclipse, GitHub, Word, Excel, PowerPoint  
Operation Systems: Linux, Mac OS X, Microsoft Windows Database: MySql, MsSql, Microsoft

Access   Projects: E-Commerce Management Software   Listing tool for eBay   Invoke eBay API to schedule listings to post to eBay whenever you want and edit items.   Image Hosting   Sales Management, Inventory Management, Multi-Accounts Management,   Feedback Management   Competitor Analysis   Implement Spider Crawler with PHP   E-Commerce Website - Go3DPro (Design, Develop & SEO)   Created a working e-commerce website with Magento, PHP, JavaScript, HTML, CSS, and MailChimp. Built and maintained a working customer database, order system, and picking and packing system with MySQL, complete with error handling and data validation.   Created website to meet Google mobile first quality standards.   SEO Analyst & Optimization:   Developed on-site body content, meta descriptions and page titles in support SEO strategies.   Designed templates for the content management system to promote SEO and conversion best practices and the efficient of HTML tags.   Increased relevant click through and conversion rates by 35% through   contests and promotions.   Worked productively to establish project scopes and accomplish   milestones.   Stayed up-to-date on evolving SEO trends, practices and guidelines.   Completed monthly tracking reports for traffic and keywords performance.   LetsQuiz IOS (Swift)   Study tool for Student: Help student study more efficiently & effectively & ace your exam.   Teaching tool for Instructor: Keep track on the whole class/individual student & offer helps & adjust teaching strategy. Offering offline data package.

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