

# Aaron Worsnop

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## EDUCATION

**The University of Auckland •**

Feb 2022 – Nov 2025

**Bachelor of Engineering (Honours) in Software Engineering**

**Cum. GPA: 3.5 (87.5%) | Currently 2<sup>nd</sup> Year**

• **Courses (Past & current):** OOP, Data Structures & Algorithms, Software Engineering Theory (Graph Theory, Combinatorics), Assembly Language, Software Quality, C fundamentals, MATLAB

## PROFESSIONAL EXPERIENCE

**Retirement Planning Ltd • Web Developer**

June 2022 - Present

**Fintech, Retirement Planning and Financial Advisory Startup**

- Increased back-end efficiency of Zoho CRM by restructuring database of sensitive information.
  - Streamlined 2,000 disorganised and complex entries.
  - Displayed **adaptability** by rapidly mastering advanced Excel.
- Designed and created 5+ responsive pages for a professional and public-facing website.
- Enabled business opportunities with New Zealand's largest bank by implementing custom encryption with PHP and OpenSSL (~20,000 new clients possible).

**Finergy Ltd • Digital Designer**

July 2022 - Present

**Fintech, Financial Services and Marketing Firm**

- Delivered over 30 successful campaigns for various clients by **collaborating closely with a diverse team**.
  - Regularly exceeded expected engagement and KPIs.
  - Demonstrated **versatility in skill** through the widely varying nature of projects.
- Designed 300+ essential brand components, focusing on ROI and client satisfaction.
- Reconstructed the brand identity of a company, leading to a successful advertising campaign.

## PROJECTS

**Tic Tac Toe** AI Tic Tac Toe game in **Java** using the MiniMax algorithm with alpha-beta pruning.

**Plagiarism checker** Code plagiarism detection tool for students, using winnowing algorithm in **MATLAB**.

**Boulder Break** ASCII level-based puzzle game written in **C**, using arrays, pointers and addresses.

**Webforms** Webstore prototype for a client written in pure **JavaScript**, **HTML**, **CSS** and **PHP**.

- Enabled client to prototype their products.
- Created a PHP email function.

**Strafe** Abstract 3D level-based runner game with level selector made in **Unity with C#**.

**YouTube Channel** 100k+ views | 650+ Subscribers. High-quality tech videos, interacting with fans etc.

## SKILLS

- **Languages:** Java, C#, C, MATLAB, HTML, CSS, PHP, JavaScript
- **Native Proficiency in Mandarin Chinese**