

Shelly Cheng

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Summary

Front-end Engineer who excels at problem-solving, task management, communication and developing innovative applications. Through designing, management, and marketing, I have direct experience with the full product lifecycle which helps me communicate well with cross-functional teams.

- Proficient in MERN stack - MongoDB, Express, React, NodeJS and be able to build full-stack applications from planning, engineering to production.
- I enjoy working with teams and how different perspectives make the project thrive and grow. Seeing end-users using my applications filled me with a sense of accomplishment and that always keep me up for more challenges.

Skills

- **Frontend:** Advanced HTML/CSS, Vanilla JavaScript, React/Redux, SEO, RWD optimization
- **Backend:** Express, MongoDB, PostgreSQL/MySQL, Django, JWT (JSON Web Token), AWS S3/SES/IAM
- **Languages:** JavaScript, NodeJS, Python
- **DevOps:** NPM, Heroku, Github Action, Linux shell script
- **Creativity software:** Sketch 3, Adobe Photoshop, Adobe Illustrator, Adobe XD (Experience Design)

Projects

Covid19 Open API – [GitHub](#)

March 2020 - current

An open source API for Covid19 county case data. Currently has more than 1000 clones on GitHub.

- Developed fetching workflows by creating cron jobs to output time-series data automatically.
- Built a wikipedia web crawler from scratch with cheerio to parse and sort data into readable JSON format.
- Managed to construct CI pipeline with Github Action and Jest testing framework.

Mapitout - [GitHub](#) | [Demo](#)

March 2020 - current

A platform aim to help local restaurants on their revenue lost during the shelter in place time as well as provide virus-related information.

- Implemented image uploading pipelines in NodeJS by integrating with AWS S3 API and utilizing environment variable to safely manage secrets/keys.
- Designed and implemented multiple RESTful API with MongoDB and Express framework.
- Built series of data visualization charts in React by connected with the Covid19 open API.
- Currently working on showing covid19 cases data on the map with Mapbox GeoJSON API.

StartKicker MERN – [GitHub](#) | [Demo](#) (solo capstone project)

March 2020

A platform where users can browse different projects and back the project as well as create a project to seek support.

- Kickstart-clone in MERN stack with integration of AWS SES and Stripe payment API. Deployed on Heroku and GitHub pages.
- Parsed and formalized time data with Moment.js for use in data storage in MongoDB and assure organized data objects to send for frontend rendering.
- Configured Cloudflare DNS to enable customized domain and HTTPS encryption support for both backend server endpoint and frontend pages.
- Kept the network secure and protected private resources by managing authorization with server-side verification and JWT.
- Collected user payment and secured payment information by implementing Stripe payments API.

Work Experience

Project Manager

InstaHub (IoT lighting automation solution Start-up)

Philadelphia, PA

May 2019 – December 2019

- Led a team of 15 people on copywriting for the company blog to raise brand awareness as well as generate inbound leads.
- Led a team of 10 people to develop the company website by cross-functional communication between back-end developers, front-end developers and UI /UX designers which decreased the bounce rate by 10%, increased visitors by 200% and page views by 400%.
- Introduced HubSpot to the team and utilized it for business development and outbound lead tracking which improved the customer journey and successfully pulled off 3 pilot projects in 1 month which included one with University of Pennsylvania.
- Conducted competitor analysis, social media analysis, and ideal customer persona to sharpen brand positioning and marketing strategy.
- Executed on website design, social media strategy, business development strategy and sales pipeline which provided overall strategy and direction for the company and for sales and marketing team to follow.
- Implemented project management tool Asana for our team, which helped hit our milestones with a high quality bar.

Education

General Assembly	San Francisco, CA
Software Engineer Immersive (SEI)	March 2020
University of Illinois at Urbana-Champaign	Champaign, IL
Master of Science in Technology Management	August 2019
National Chengchi University	Taipei, Taiwan
Bachelor of Science in Management Information Systems	June 2018
University of Washington	Seattle, WA
Exchange Student in Foster School of Business	Spring 2018

Additional Information

Interest and skills: Jogger, dancer, experienced table tennis player, event planning, blogger, baker