

Brenda Lau

iOS Software Engineer (Swift)

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Kuala Lumpur, Malaysia

Achievements

- Won **Apple's Worldwide Developer Conference (WWDC) Scholarship** in 2018
- **Top Performer Award**, by Asia Pacific University's Technical Assistant Team (Internal)
- **Academic Excellence Award**, by Asia Pacific University's School of Foundation

Work Experience

Software Engineer at Apptivity Lab

Kuala Lumpur, Malaysia

May 2018 - February 2021

- Contributed to the development of 11 client project's apps to date
- Improved development workflow and reduce code boilerplate by introducing Xcode Templates
- Contributed to the development of in-house iOS engine and standardisation of app architecture
- Collaborate with designers on implementing custom UX experiences
- Contributed to the design-developer handoff workflow to reduce dark-mode support implementation barrier
- Standout Projects:
 - **AskBee**: On-demand tutoring service. In-charge of service discovery and pre/post meeting experience. Optimised app for dynamic text and universal devices.
 - **!Kontakte**: On-demand talent recruitment. Implement talent's availability management, incoming job offers with push notifications, CV file uploading and profile customisation
 - **Vidi**: video travel discovery platform. Implemented universal links, app referrals and points system with branch.io; wrote custom flow layout for home screen redesign; lead iOS developer for in-app booking feature

Mobile Developer Intern at Apptivity Lab

Kuala Lumpur, Malaysia

March 2017 - June 2017

- Collaborated on feature enhancements for a fitness booking app
- Implemented the re-design of instructor's class creation flow and private group feature
- Researched and helped implement Unit and UI Testing with the XCTest Framework to improve project's overall code coverage

Personal Projects

- **brendalaupg.com**: A blog created with Publish, a static site generator. I use this blog to log my learnings and showcase projects.
- **WWDC 2018 Submission - Origami Crane Tutorial and Image Recogniser**: Created on Swift Playgrounds using UIKit, Core ML and Vision framework (GitHub) (YouTube)

Education

Bachelor of Science (BSc), Information Technology

Kuala Lumpur, Malaysia

April 2015 - June 2018

- Asia Pacific University of Technology and Innovation
- **3.79 GPA**, first class honours
- Specialism in **Mobile Technology**
- **Dual Degree with Staffordshire University**
- Final Year Project: goal tracking - motivation research and iOS app prototype
- Activities: Technical Assistant Attachment Program, Secretary of Movie Club, Semi-finalist for Hilti Asia's IOT Competition 2017