

Chanmi Lee

| Frontend Engineer

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EXPERIENCE

Gmarket, Seoul — Software Engineer

July 2019 - Aug 2025

Develop and Maintain shopping cart and order systems in Gmarket/Auction aligned with business requirements

React Migration of Cart & Order Systems

- Led the migration of AngularJS/jQuery-based cart & order pages to React, improving rendering performance and increasing developer productivity by 50%+
- Implemented Custom Hooks, Intersection Observer, lazy-loading, and modular component architecture to enhance component reusability and maintainability

Cart Recommendation (Buy Together) Feature

- Built a recommendation module suggesting lowest-priced and high-purchase-rate alternative products, significantly increasing 20%+ in conversion rate
- Integrated advertising placement logic to ensure simultaneous exposure of organic and recommended products, securing additional advertising revenue

Order Conversion Tracking & Operations Optimization

- Identified inefficiencies, refactored legacy code and integrated admin tools, reducing operational workload 30%+
- Integrated and managed external conversion tracking tools (GA4, Meta pixel, Criteo etc) to monitor purchase behavior and campaign effectiveness

Smile Fresh/Dawn Delivery & Installation Reservation Services

- Developed specialized order workflows for fresh products and home appliance installations
- Implemented dynamic scheduling features including availability checks, cutoff times, and fulfillment workflows

Cash Recharge & Payment Flow Enhancements

- Built account linking and recharge services for insufficient balance scenarios
- Developed complex UI/state interactions across limited categories, instant discounts, coupon/point rewards, and cash balance logic

Order Queue & User Entry Flow Improvements

- Improved real-time queue visibility by displaying live waiting counts, reducing abandonment rate by 20%+

Web Accessibility, Security, and Standard Compliance

- Improved overall usability and reduced confusion focusing on WCAG-aligned accessibility enhancements using custom React accessibility hooks
- Strengthened front-end security through cleaner script integration and minimized legacy exposure

Admin System Modernization

- Led the transition of an ASP/.NET-based admin system into a Spring Boot & Bootstrap architecture
- Improved maintainability, stability, and performance by building reusable components and restructuring core modules

Ernst & Young, Seoul — Software Engineer

May 2017 - Dec 2018

Participated in Internal IoT Platform and collaborated with LF Mall by delivering technical enhancement aligned with their business requirements

Order Data Analytics Dashboard

- Developed a data analytics dashboard enabling real-time visualization of order volume, user segments, and time-zone-based metrics

Real-time Batch Service & Product Filter Enhancements

- Designed a real-time batch processing service using Spring Boot, MongoDB, and RabbitMQ, enabling faster request-response cycles
- Improved product filter functionality using Thymeleaf, enhancing search accuracy and user experience

Google Korea, Seoul — Advertiser Technologist

Aug 2016 - May 2017

YouTube Advertising Campaign Performance Reporting Automation

- Built automated reporting pipelines for YouTube and ad campaign performance using Google Apps Script
- Visualized campaign metrics with Chart.js, enabling clearer insights for advertisers
- Gained strong comprehensive understanding of Google Ads, Google Analytics, and ad measurement best practices

TECHNICAL SKILLS

Overall

- Proficient at frontend technologies and web standards, continuously learning and applying new technologies
- Experienced in understanding legacy systems and developing roadmaps for improvement

JavaScript

- Proficient in ES5 and ES6+ modern JavaScript syntax and TypeScript
- Experienced in service development and operation using modern frameworks

React

- Experienced in component's lifecycle and effectively utilize related methods as needed
- Create efficient, modular, and scalable components, with experience in state management using Redux

HTML/CSS

- Adhere to semantic markup and ensure cross-browser compatibility
- Understood the importance of web standards, accessibility (WCAG), and security (XSS/CSP/CSRF)

Backend & Database

- Strong understanding of object-oriented programming and experience with RDBMS (e.g., MySQL, MSSQL)
- Transferred an admin system from .NET & ASP to a Java & Spring Boot architecture
- Messaging & batch processing with RabbitMQ

Tooling

- Familiar with Git workflows, maintaining clear commit histories and detailed code reviews
- Capable of setting up frontend development environments using tools like Webpack, Babel, Eslint, and Prettier
- Experienced with collaboration tools such as Jira, Confluence, and Slack

EDUCATION

Handong University, Pohang — Bachelor degree

March 2010 - Feb 2015

Economics and Business Administration