CHLOE LI

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EDUCATION

University of New South Wales 2018 - Dec. 2021

- Bachelor of Commerce and Bachelor of Computer Science
- Knowledge in Java, C, HTML, CSS, JavaScript & Python

WORK EXPERIENCE

Venntifact | May 2019 - Present

- Developed custom JavaScript for Google Analytics Tracking on the KFC AU website
- Enabled the tracking of form completions, form type toggles and error message popups which has enabled KFC to make business decisions and identify errors
- Worked with UX Designers to develop Variants for A/B Tests on the KFC website that have increased conversion rates by up to 0.5%

ACHIEVEMENTS

1st Place Winner at Accenture Hackathon: Blockchain Edition 2019

- Worked in a team and built a crowdfunding web application with blockchain using HTML, CSS, Python, Flask
- Designed and built the website's UI from scratch with CSS

Finalist UNSW Computer Science and Engineering Hackathon 2018

- Finalist (top 5) and Winner of 'Best Business Model Prize' at the CSESoc Hackathon in 2018 with over 200 attendees
- UI/UX design and developer for ArcScan

VOLUNTEERING

Peer Mentor Business Society 2019

- Mentored a group of first - year students and assisted with their transition into university

Camp Leader Computer Science and Engineering Society 2019

- Organised activities for a first-year camp, lead a camp group and helped encourage bonding

EXTRACURRICULAR

Workshop Coordinator UNSW CompClub 2019

- Developed and presented free coding workshops throughout the year for High School Students on various topics including Beginner's Python & VR

IT Subcommittee UNSW Business Society 2018

- Helped run and produce content for a successful HTML & CSS workshop with over 50 attendees

Careers Team UNSW Computer Science & Engineering Society 2018

- Assisted in planning and executing events with sponsors of the Computer Science and Engineering Society