

## Hailey Chou ( 周佩穎 )

New Taipei City | (+886) 908970593 | [tyes@gmail.com](mailto:tyes@gmail.com)

### EDUCATION

**TAICA** Taiwan AI College Alliance – Generative AI Applications Program.

CHUNG YUAN CHRISTIAN UNIVERSITY – Taoyuan, Taiwan

- Bachelor of Business Administration in **Information Management** , Minor in Finance.

### SKILLS

- **Backend:** Python, Java
- **Frontend:** HTML, CSS, JavaScript, Responsive Web Design (RWD), API Integration
- **Databases:** MySQL (Relational), Firebase (NoSQL)
- **AI and Data Analytics:** Data Cleaning, Computer Vision, Data Visualization.

### SELECTED PROJECTS

#### **E-Commerce Website Development — Full-stack Developer & Database Designer**

- Developed a responsive web application supporting multi-device interaction using HTML, CSS, JavaScript, and Tomcat.
- Connected to a backend database for efficient product and inventory management.

#### **License Plate Recognition and Ticketing System — Process Designer & Frontend Developer**

- Applied computer vision technology to automate violation detection, reducing human errors.
- Improved processing efficiency by 30% through modular system architecture design.

### TECHNOLOGY & SOCIAL IMPACT PROJECTS

#### **Local Cultural Promotion Project**

- Digital Marketing Lead Designed digital marketing strategies to promote local culture, achieving 30 box sales of specialty gift sets.

#### **Technology-Assisted Rural Marketing**

- LINE Bot Developer Built an interactive LINE Bot system for product recommendation, growing the audience base by +30 users and reaching over 300 post engagements.