

# TANG, HSIN-HAO

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## Summary

- Extensive knowledge in web design and web development
- Specializing in Search Engine Optimization (SEO) & Social Media
- Strong ability of cross-functional communication and coordination
- Goal-oriented, reliable, motivated, hard working, and attentive to details

## Education

**National Taiwan Normal University**, Taipei Taiwan

Sept. 2009 - June 2011

Master of Engineering

- Major: Computer Science and Information Engineering
- Thesis: Artificial Intelligence Improvement of Liar Dice
- Activities and Societies: Soochow's Extension School, Revival Design Academy

**SooChow University**, Taipei Taiwan

Sept. 2003 - June 2008

Bachelor of Business Administration

- Major: Computer and Information Science
- Activities and Societies: Volunteer of the Health Center, Secretary of the Student Congress

## Experience

**Uni-net International, Inc**

April 2015 - Present

Senior Front End Developer

Responsibilities

- Front end development utilizing HTML, CSS and JavaScript/jQuery. C# backend.
- Web design.

**Spring-Trees Technologies**, Taipei Taiwan

May 2012 - March 2015

Senior Front End Developer

Responsibilities

- Front end development utilizing HTML, CSS and JavaScript/jQuery. C# backend.

- Lead a small team to deliver projects. Manage team of front and back-end developers to meet client's goals and project deadlines.
- On-site and off-site SEO & social media.
- ASO(App Store Optimization).

**Trend Micro, Taipei Taiwan**

**Oct. 2011 – March 2012**

**Front End Developer**

- Delivering rapid prototypes for early samples.

## **Honors & Awards**

- 1st Prize Award / 2014 Friendo Hackathon

## **Languages**

Mandarin Chinese (Native), English (Moderate)

# **TANG, HSIN-HAO**

## **Education**

I graduated from Department of Computer Science and Information Engineering of National Taiwan Normal University with a master degree and Department of Computer and Information Science of Soochow University with a bachelor degree. My research field was artificial intelligence. I was trained to **logically solving, organizing and analyzing problems** after professional courses such as advanced algorithms and bioinformatics classes. I played a role as a leader or coordinator in every team reports. I planned the reports, track the progress, and communicate with members. I attach great importance to **time management**, effectiveness, **hitting the exact center of the target**, and **helping others to get work done on time**. Also, I care about group benefit. When members have quarrels, I always use my wisdom to solve the problems and not to be controlled by my mood. Most important of all, I always respect the leadership and communicate with the people directly rather than by the third one.

## **Extracurricular Activities**

I joined different extracurricular activities aggressively. I learned painting from my childhood. I joined guitar club and marching band when I was a high school student. I was a secretary of the Student Congress and a volunteer of the health center in my college life. In my graduate life, I learned graphic design in Soochow's Extension School and industrial design in Revival Design Academy. In addition, I learned zen meditation to examine myself. These great experiences make me more thorough, more **responsible**, and **observe things from different aspects**. Today, when facing to marcom or marketing partners, I can join earlier to give advice; when facing to

designers, I can implement beautiful UI rapidly; when facing to back-end developers, I can work in perfect harmony because I learned back-end techniques at school.

## Early Career

After graduating from NTNU, I was offered a job as a front end developer in HIE in Trend Micro, and it was a rewarding experience. I was requested to deliver prototypes which are early samples to test a concept or to conduct a usability test.

During these five months, my coding ability improved a great deal. Also, I learned the skills of **time-management** and **art of communication** a lot. I worked in a **multi-culture** environment. When having culture shocks, smile is the best policy. I searched the answers with positive and optimistic attitude. In the meantime, I attended some English classes to improve my communication skill. I realized that to be an outstanding engineer, except professional abilities, it is important to increase soft power.

## Today

I'm a front-end developer at Spring Trees Technologies. I focus on client-side programming, specialize in SEO & social media, and also do back-end work.

As a front-end developer, I learned ReactJS and NodeJS and apply them in our product. Besides, I do back-end work in C#. I share what I have learned via internal sharing and blog posts. Additionally, I lead a small team to deliver projects. Manage team of front-end and back-end developers to meet clients' goals and project deadlines.

As a SEO engineer, I do on-site and off-site SEO & social media research and application for our own products. For on-site SEO, including conducting keyword research , competitive analysis, devising and implementing effective SEO strategies and guideline; conducting regular optimization of on-page structure and content on various product pages, including developing and optimizing semantics search, rich snippets and social meta tags, keywords and tags plan and management; analyzing site code, providing recommendations based on SEO best practices and enhancing by myself; developing SEO standards for usability design and coding. For off-site optimization, I procuring quality inbound links from blogs, forums and other relevant, content-specific sites; developing and managing link-building campaigns; incorporating social media optimization to augment the traditional SEO activities; conducting sharings about SEO and social media for company internal training on irregular basis. Also, I do ASO(App Store Optimization). **Organic Search channel increased more than sevenfold in one year.**

## Career Plan

I hope I can be a front end developer who is able to keep moving and constantly achieving new breakthroughs and development. As for long term, I want to be an data scientist.

Thank my families, seniors and friends, so I can continue to break through and become a better person, more broader contributions.