

# Daniel Shi

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## WORK EXPERIENCE

### BGM Dance Studio

Mar 2023 – Aug 2023

*Marketing Manager*

Richmond, BC

- Successfully led and coordinated email campaigns through Vagaro engaging a diverse audience over 2000 clients.
- Conducted in-depth analysis and compiled comprehensive marketing analytics reports.
- Provided strategic guidance to drive growth of 6 media accounts increasing reach by 200%.

### Wenzhou Friendship Community

Nov 2022 – Present

*Contract, Front End Web Developer & Web Designer*

Richmond, BC

- Designed and developed responsive Next.js website of over 100 web pages adhering to modern web standards.
- Built site using React components and latest front-end technologies, for scalability and SEO optimization.

### 005F Agency

Sept 2021 – Present

*Co-Founder, Director of Web Development*

Vancouver, BC

- Proficiently design, develop, and deliver media services and marketing solutions in collaboration with clients across diverse industries, encompassing financial services, electronic commerce, travel and other sectors.

### Pacific Northwest Group

Dec 2017 – Apr 2018

*Junior Developer*

Vancouver, BC

- Conducting thorough website testing, encompassing functional, usability, and security assessments, ensuring the delivery of robust and reliable solutions. Communicating test reports over 4 websites to my senior developer.

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## EDUCATION

### SIMON FRASER UNIVERSITY

May 2021

*Bachelor of Science Interactive Arts and Technology*

Burnaby, BC

- Deans Honors List (3.5 SGPA), Presidents Honor Roll (4.0 SGPA)

### RED Academy

Nov 2017

*Foundations of Web Development*

Vancouver, BC

- Developed an e-commerce website using HTML5, CSS, JavaScript
- Learned and used technologies such as HTML, CSS, JavaScript.

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## PROJECTS

### Moment Track | Mobile App design for client "Moment Energy" backed by Research | Figma, UXUI Research

*User Experience User Interface Researcher & User Experience User Interface Designer*

- Conceptualized and designed solar-powered battery monitoring smart phone application using Figma.
- Leveraged insights from user journeys, empathy mapping and ethnographic studies for informed design decisions.
- Presented in Simon Fraser University's SIAT Fall 2020 Project Showcase

### CaseIT | Frontend Web Application with headless CMS | ReactJS, SCSS, JSON, Git, Netlify Headless CMS, Hugo, Figma

*Frontend Web Developer & Web Designer, Director of Web Development & Director of Media*

- Managed a portfolio of 3 websites and contributed with the design, development of new components.
- SEO Optimization and scalability problem solving and communicated web designs to the organizing committee.

### GameHunt | Web Application using AJAX, Servlets, Database | HTML, SCSS, JavaScript, MySQL, PHP, Git, Figma

*Web Designer, Front End Developer, Back End Developer, Data Architect*

- Developed a distributed database system for a subset of SQL language, as a part of an advanced databases course.
- Employing AJAX, servlet, and server-oriented architecture for a seamless server-side rendering user experience.

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## TECHNICAL SKILLS

**Languages:** HTML5, CSS, SCSS, SASS, ReactJS, Next.js, TypeScript, JavaScript, Java, JQuery, PHP, SQL, C++, Python, JSON

**Skills:** Mobile, Git, Figma, Web Design, Data Structures, Node.js, Graphic Design, CMS, Adobe Illustrator, Photoshop