

DARRIC HENG



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About

I found my passion in software development and am motivated to improve the lives of people around me by creating useful software applications.

In my free time, I enjoy learning computer science and software engineering topics to broaden my knowledge and understanding of the field.

I am pursuing a full-stack software development role.

Software Projects

Halo Card Game

<https://darricheng.github.io/halo-card-game>

- A turn-based card game based on Legends of Runeterra, played against an AI.
- Built with HTML, CSS, and JavaScript.

Book Notes App

<https://book-notes-app.vercel.app/>

- Search for and add books to your collection; add notes to highlighted book passages.
- Built with React, Redux, and Tailwind CSS.

Hotel Room Booking App

<https://hotel-room-booking-app.vercel.app/>

- Book hotel rooms based on room preference and dates of stay.
- Built with React, Express, NodeJS, and MongoDB.

Finance Tracker App (WIP)

<https://github.com/darricheng/finance-tracker-api>

- Record financial transactions and view trends.
- Building with SvelteKit, Rust, and MongoDB.

Skills

- HTML, CSS, JavaScript
- React
- NodeJS
- Rust
- Express
- MongoDB
- PostgreSQL
- Vercel
- Cyclic
- Render
- Docker

Work Experience

Jestac

Digital Marketer — 2022 March to Present

- Double the effectiveness of Meta ads
- Create foundation for business data-collection in HubSpot
- Optimise sales and marketing processes with HubSpot automation
- Improve Customer Service response times

Interiio

Digital Marketer — 2020 August to 2021 December

- Increased website traffic by 40-50%
- Ranked articles on the first page of Google search results
- Helped to double the closing rate of the sales team
- Developed site photo-reporting system that reduced site visits required by 30-40%
- Improved the customer response times of designers by 10-20%

Nexus Marketing

Marketing Associate — 2019 June to 2020 June

- Attracted 1000 pax to a live event via social media marketing
- Acquired new customers for clients via advertising campaigns on partner platforms

Education

General Assembly

- Software Engineering Immersive — 2022 to 2023
- Product Management — 2022

National University of Singapore

- Bachelor of Science with Honours (Merit) in Life Sciences
- NUS Scholar (NUS Merit Scholarship)

Interests

- Personal Growth & Development
- Entrepreneurship
- Games
- Korean Culture