

ELLIE LOK

Full-stack Developer | Digital Marketing

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SUMMARY

Full-stack engineer with experience bridging engineering and digital marketing. Strong in designing and building high-performance, user-centric web applications and systems, with hands-on experience using data and analytics feedback to continuously optimize performance and system quality.

SKILLS

TypeScript	CSS	Next.js	Vercel	React	Vue.js	HTML5	Tailwind CSS	Bootstrap	PostgreSQL	
Java	Python	Git	Docker	AWS	OracleDB	MongoDB	Kubernetes	Firebase	Neon	Anthropic

PROJECTS

TIPSYTRACK - ALCOHOL HARM-REDUCTION WEB APP

🔗 tipsytrack.vercel.app

- Awarded the **Monash Postgraduate Industry Experience Expo (S2 2025) Judges' Prize**, winner among peer projects across the cohort, recognized for creative problem-solving and high technical quality.
- **Led the overall technical architecture and delivery of a full-stack web application** supporting adults in Victoria to monitor alcohol consumption and develop safer drinking habits, taking ownership of the majority of system design, development, testing, and integration work.
- Personally implemented core features including **Google Vision AI integration** for drink label recognition, **privacy-first local storage controls**, and gamified progress tracking, ensuring the system was stable, usable, and production-ready at final delivery.

BIRDY SNAP - AI-POWERED BIRD IDENTIFICATION WEB APP

🔗 birdysnap.info

- **Led the end-to-end delivery of a serverless bird image recognition platform**, taking full ownership from system design and front-end integration to back-end implementation, cloud deployment, and final course presentation.
- Architected and implemented a scalable serverless solution on AWS, **integrating Cognito for access control, S3 for image storage, Lambda for image processing, DynamoDB for metadata and tag management, and SNS for notifications**.
- **Implemented an AI based bird classification model within a serverless pipeline**, generating prediction thumbnails and structured metadata, and ensured the system was stable, functional, and clearly communicated through the final showcase.

VOLUNTRACK - VOLUNTEER MANAGEMENT ANDROID APP

🔗 ellielok.com/projects/voluntrack

- **Collaborated effectively with members** to design and develop an **Android application**, ensuring clear communication, structured workflow management, and high quality implementation.
- Implemented key features such as volunteer event and schedule management, including Google Calendar integration to provide personalized suggestions and help volunteers stay updated with the latest event information.
- Delivered a high-quality project and presentation, achieving the **highest overall grade** in the class, with an individual result of HD (High Distinction).

EXPERIENCE

07/2025 - 12/2025

Melbourne, Australia

- Teaching Associate (FIT5137 Advanced Database)

Monash University



- Planned, prepared, and conducted laboratory tutorials focused on spatial database technologies, including Star Schema design, **PostGIS**, and **advanced SQL** querying.
- Guided students through hands-on exercises using **DBeaver**, **Docker**, and **QGIS** to reinforce database skills.
- Provided academic support, assessed assignments, and delivered constructive feedback to improve student understanding and learning outcomes.

09/2022 - 01/2024

Shenzhen, China

- Digital Advertising Specialist

Fastlane



- Worked across **Shopify**, **BigCommerce**, and other major e-commerce platforms, partnering with developers and marketing teams to implement ad tracking, attribution, and campaign execution.
- Managed **performance campaigns** across Google Ads, Microsoft Ads, Meta Ads, and Programmatic platforms, responsible for budget allocation, audience targeting, and creative optimization.
- Monitored campaign performance and built dashboards using **Google Analytics** and **SEMrush**, working closely with developers to improve tracking, user experience, conversion efficiency, and ROAS.

EDUCATION

03/2024 - 12/2025

Melbourne, Australia

- Master of Information Technology

Monash University

