

# Felix Lai

## Software Engineer

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## EXPERIENCE

### Software Developer | MIX6IX Bartending Co.

05/23 - Present, Toronto. CA

- Spearheaded a comprehensive overhaul of the company's website, implementing strategic restructuring for an improved online presence.
- Restructured web pages to optimize user experience and engagement.
- Implemented and managed a streamlined system for form submissions, ensuring a seamless and organized process.
- Achieved a 20% increase in form submission efficiency through optimization.
- Orchestrated and managed Google Ads campaigns, strategically targeting relevant audiences and optimizing ad performance. Achieved a 30% increase in click-through rates and 22% decrease in cost per conversion.
- Applied A/B testing methodologies to refine conversion processes, yielding data-data improvements.

### Software Engineer | Lucas Creatives Inc.

11/21 - 05/23 Toronto. CA

- Developed and maintained user-friendly web applications using HTML, CSS and JavaScript frameworks like React.
- Increased website speed by 40% by optimizing images and code, resulting in a 20% increase in user engagement and a 15% increase in conversions.
- Implemented a new caching system that reduced server response time by 50%, resulting in a significant increase in website performance and user satisfaction.
- Worked with the design team to redesign the checkout process, resulting in a 30% decrease in cart abandonment and a 20% increase in completed purchases.
- Weekly communications with various clients regarding concerns or features they would like to implement.

### Department Manager Leather Goods | Gucci

04/16 - 11/19, Toronto. CA

- Led the development of a team of 26 high performing client advisors.
- Managed and trained client advisors to become \$2-3m sellers through effective 1:1's, and mentoring client outreach by overcoming obstacles.
- Managed all leather goods departments (60% of total sales) through constant communication with buyers and allocations team to ensure adequate inventory levels that supported the business (\$35m location)
- Created client events such as charity and MTO events generating \$2m yearly.

## SKILLS

HTML5, SASS, Bootstrap, JavaScript/TypeScript, React, Netx.js, React Native, Node.js, Express, Firebase, MySQL, MongoDB, Jest, User Authentication, JSON, REST API, DevOps, Agile Methodologies.

## PROJECTS

### Richmond West Dental | [Github](#) | [Deployed Site](#)

- Next.js application built with typescript and tailwind css. Forms converts information to a PDF format to the client via email.

### MIX6IX Bartending Co. | [Deployed Site](#)

- Front-End: Next.js, typescript and tailwind css..

### PawFinder | [GitHub](#)

- Front-End: React with Javascript and SASS.
- Back-End: Node.js, Express, JWT, and REST API.
- Database: MySQL.
- Application that simplifies the process of pet adoption through compiling adoption information into one location.

## EDUCATION

BrainStation | Diploma, Software Engineering

Toronto. CA

University of Toronto | Bachelors Hons, English and Sociology

Toronto. CA