

Frances Wong

Software Developer

Detail-oriented and motivated Software Developer offering excellent analytical skills and the important ability to **function well both independently and in fast-paced team environments**. Proficient in multiple programming languages, including **Dart and JavaScript**, with a passion for learning new technologies and frameworks. I am seeking opportunities to leverage my technical skills and drive for excellence in a dynamic and challenging environment.



franceswtt@gmail.com



94407855



franceswtt.github.io/frances-website/



github.com/franceswtt



WORK EXPERIENCE

Software Developer

PriSec Limited

01/2023 - 06/2023

Tasks

- Front-end Development: Utilize **Dart (Flutter)** to implement visually appealing and responsive user interfaces for **web and mobile applications**.
- UI Layout Implementation: Translate design specifications into **functional UI components**, ensuring a seamless and user-friendly experience.
- Application Logic: Develop and **integrate application logic** to enable smooth user interactions and efficient data handling within the software.
- UAT Log Fixes: Analyze user acceptance testing (UAT) logs to **identify and resolve any front-end issues or bugs**, ensuring optimal performance and functionality.
- System Design: Collaborate with cross-functional teams to contribute to system design discussions, **offering insights and recommendations for efficient front-end implementation**.
- Back-end Collaboration: Work closely with back-end developers to **integrate front-end components** with the appropriate APIs and databases, ensuring seamless data flow and functionality.

Recent Projects: <https://domestic.dev-arthur.reveng.io/> -
<https://apps.apple.com/hk/app/insurfun/id1631821799>

Digital Marketing Manager

Fitody Limited

11/2021 - 12/2022

Tasks

- Ideate, test, iterate and **optimize growth via paid acquisition, retargeting, and product optimizations** across the paid ad channels
- Day-to-day management and **optimize ROAS/ROI for Facebook/Instagram ads**

Senior Media Buyer

Noble Storm Limited

02/2018 - 08/2021

Tasks

- Plan and implement all around digital marketing strategies for **product promotions** in different markets (**North America, Europe**, and worldwide) including **video editing and graphic design, paid search and social ads on Facebook & Instagram**, media planning, campaign management, ad/landing page optimization to help achieve business goals
- **Analyze customer interactions** with site/device usage and E-Commerce tracking data throughout the customer journey

Account Servicing Executive

New iMedia Solutions Limited

01/2017 - 02/2018



SKILLS

Dart (Flutter)

React JS

JavaScript

HTML

CSS

Python

MySQL

Figma

Adobe XD

Adobe Premiere

Adobe Photoshop

Adobe After Effects

Adobe Illustrator

Shopify



LANGUAGES

English

Full Professional Proficiency

Chinese

Native or Bilingual Proficiency



EDUCATION

Bachelor of Arts (Hons)
English for International
Corporate Communication
University of Central
Lancashire

2016