

FREDA LUO

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EDUCATION

Algonquin College of Applied Arts and Technology

Diploma, Computer Programming; GPA:3.9/4; Dean's Honor List

Ottawa, Canada

Jan. 2023 – Sep. 2024

South-Central University for Nationalities

BA, Communications

Hubei, China

Sep. 2009 – July 2013

SELECTED SKILLS

Languages: Java, Python, JavaScript, Express.js, React, TypeScript, Swift, C++, C#, .NET Core, Tailwind CSS

Technologies: Git, MongoDB, PostgreSQL, OracleDB, MySQL, AWS Service, Android Studio, Xcode

INDUSTRY EXPERIENCE

Warner Bros. Discovery

Ottawa, Canada

Software Developer Intern

Jan. 2024 – Apr. 2024

- Implemented new login landing and legal consent page for the HBO mobile app on iOS and tvOS platforms with Swift/SwiftUI/UIKit, ensuring compatibility across Latin American, US, and European versions.
- Improved accessibility for the new login page on iOS and tvOS platforms with VoiceOver and localization support.
- Collaborated with designers and product managers to resolve bugs, submitting 30+ merge requests. Ensured clear communication, and adherence to coding best practices.
- Wrote several unit, integration, and snapshot testing scripts to debug app functionalities and ensure code quality.

SELECTED PROJECTS

Encrypted Auth Web App (Demo, GitHub)

- A comprehensive solution for secure user registration, login, and password reset, with encrypted credentials stored in the database.
- The RESTful API handles front-end communication, while Tailwind CSS ensures responsive design across all screen sizes. (Express.js, JWT, Bcrypt, Nodemailer, MongoDB, ReactJS (Vite), Tailwind CSS)

E-Commerce Scraping Web App (GitHub)

- An intuitive e-commerce app that uses the Google API to scrape and display real-time product listings from local shops based on user needs. (Express.js, MongoDB, ReactJS, Tailwind CSS, Google API)

PeerTutor Management System (GitHub)

- A backend system built with Java EE, providing secure user authentication, role-based access control, and RESTful services for backend resource exposure.
- Comprehensive JUnit tests ensure system correctness. (Java EE, JPA, JSON Serializer, Encryption)

Musician Search Android App (GitHub):

- Allows users to search for their favorite musicians' top tracks on mobile and create personalized collections. (Java, Android Studio, DeerSong API, MySQL)

ADDITIONAL EXPERIENCE

Business Data Analyst | Zhihu.com | Beijing

Jan. 2019 – Aug. 2022

- Analyzed user needs, led database design, and optimized mobile search term strategies, boosting click rate from 15% to 20% through A/B testing.

Content Strategist | Tencent | Beijing

Jul. 2015 – Dec. 2018

- Organized online discussions, collaborated with influencers, and delivered 20+ research reports, driving a 20% increase in daily active users through strategic content and engagement efforts.

Social Media Strategist | Yeeyan | Beijing

Oct. 2013 – May. 2015

- Managed social media strategy, increased Weibo followers from 150K to 310K and WeChat followers from 30K to 120K in 1 year.