**Gibson Tang Seng Yip**

Blog URL: <https://gibtang.wordpress.com/>

**Background:**

I am an experienced engineering manager with close to 20 years of working in the tech industry. I have been consulting and working with startups for close to 10 years and the fast pace of the environment is what I thrive in. During my years working in startups, I have done the following

* Facilitated technology transfer from outsourced to in-house development with no business impact.
* Hired, trained and managed technology teams from the ground up.
* Implemented systems and processes for technology and product teams.
* Managed development teams across multiple regions and timezones.

I have also conducted lectures on mobile development for mid-career students on iOS development and have delivered technical talks at tech meetup events on web development (PHP Laravel) and mobile development (iOS). I am also experienced with technical SEO/SEM implementations for increased revenue generation.

I am an upstream contributor to the open-source iOS and Android version of the Wordpress application.

# PROFESSIONAL EXPERIENCE

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|  | **Company:** | **Dishdash** |
|  | **Position:** | **Head of Engineering** |
|  | **Specialization: development** | **Web and mobile software tech, strategic IT planning & product** |
|  | **Industry:** | **Food Tech** |
|  | **Joined:** | **Feb 2018 to present** |

Dishdash is a B2B company that specialises in meal plan and catering with a strong focus on​ data-driven ordering, employee wellness & sustainability. Our clients include big names such as **Uber**​ , ​**Netflix**​ , ​**Spotify** among others. I lead the ​**iOS(Swift)**,​ **Android (Java)**​ and​ **Web(PHP)** teams to develop new features, functionalities and maintenance of the code base.​

**Responsibilities and achievements:**

* Managed iOS, Android and web development team with regards to best practices, code review and monthly 1 on 1 meetings.
* Increased order email delivery from 80% to 99% and increased uptime from 90% to 99.8% uptime
* Code review with developers with regards to optimization and security loopholes
* Implemented security policies for all internal staff and developers
* Collaborated with sales and partnership teams to rollout iOS and Android apps for vendors and company employees.
* Facilitated technology transfer of the tech development from outsourced partner to in-house development team.
* Set up hiring pipeline, onboarding guide and training of in-house developers.
* Assisted in growing revenue by 40% per quarter through reducing time to market for new features and product development, this was achieved by transitioning from outsourced developers to in-house developers.
* Conducted weekly product meetings with the country manager of Dishdash Australia.

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|  | **Company:** | **A Better Florist** |
|  | **Position:** | **CTO (Chief Technology Officer)** |
|  | **Specialization:** | **Software architecture and strategic IT planning & management** |
|  | **Industry:** | **E-Commerce** |
|  | **Joined:** | **Apr 2016 to Jan 2018** |

A Better Florist is Singapore’s premier e-commerce company founded by an ex-Googler and is strongly focused on analytics and data driven product development. A Better Florist has grown 15x to 4 million in revenue since its founding in early 2016.

**Responsibilities and achievements:**

* Worked closely with the CEO on tech initiatives such as development of a customer feedback dashboard and delivery tracking system with SMS and email alerts.
* Used analytical data to **implement technical SEO/SEM**​ to​
* Boost our ranking to the 1st page of Google for organic searches.
* Increase website traffic and conversion rate.
* Generate increased revenue.
* Developed SMS based feedback system using Twilio.
* Created new strategic IT initiatives to increase user NPS and increased customer satisfaction which in turn created a cycle of increased revenue.
* Managed a development team in India and Brazil and led them on the development of new features.
* Improved website performance which led to increased user acquisition and improved revenue.
* Spearheaded product add-ons module which increased yearly revenue by 5x to $4m.
* Led IT initiatives to improve customer satisfaction and revenue.
* Developed an operational dashboard and tracking facility using Laravel for our operations team to get timely information on courier deliveries and to push email updates to customers.
* Rolled out deployment of Dubai and Hong Kong e-commerce platform 2 weeks ahead of schedule.
* Developed and implemented security protocols on our platforms for all internal staff.

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|  | Company: | Azukisoft Pte Ltd |
|  | Position: | **Owner, Director** |
|  | Specialization: | Technical consultancy and development services |
|  | Industry: | Information technology and software engineering |
|  | Founded: | June 2008 |

Azukisoft focuses mainly on web and mobile application development for the iOS and Android platforms. The company also provides services in technical consultancy solutions, conduct technical interviews and project management.

**Responsibilities:**

Besides heading the development team in web and mobile application developments, I have done consultation work for various startups, SMEs and listed companies in the Asia Pacific.

* **Gumi Asia** - A subsidiary of Gumi Inc. which is a Japanese listed company, Gumi Asia specialises in producing technical job descriptions. I was engaged to conduct technical interviews, implement development best practices, train and coach software developers, chair high level technical meetings with the technical team to bring the entire Gumi Asia development department up to speed in two months. I was also involved in evaluating external vendors based in Hong Kong and Europe and doing technical due diligence of companies that Gumi Asia had expressed interest in investing. **Grew**​ **the development team from 0 to 25 in Singapore**
* **Tickled Media** - Scoped the business logic and headed the development of their ‘The Asian Parent’ iOS and Android phone application.
* **CAG (Changi Airport Group)** – Implemented the iOS and Android application in tandem with their in-house IT team.
* **Fuji Xerox** – Developed an internal iPad CRM application. The application was completed ahead of schedule by 2 weeks.
* **Samsung** - Developed 3 exclusive games for Samsung Mobile to be deployed on their Android phones
* **Kiehl’s** - Created 2 advertising games on iPhone and Android to drive engagement of their new products with exclusive giveaways and generated 50,000 sign ups in 3 months
* **Lenovo** - Created a Facebook game for their Yoga series of laptops to drive user engagement and create brand awareness

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| ● | Company: | Nexgen Studio | |
|  | Position: | **Developer** | |
|  | Specialization: | Programming | |
|  | Industry: | Information Technology | |
|  | Date Joined: | April 2005 | |
|  | Date Left: | March 2007 | |
|  | **Responsibilities:** | Held roles in various aspects of IT, as system administrator, assistant project leader, technical support and IT administrator. | |
| ● | Company: | NTUC Income | |
|  | Position: | **.NET Application Developer** | |
|  | Specialization: | Programming | |
|  | Industry: | Information Technology | |
|  | Date Joined: | April 2004 | |
|  | Date Left: | March 2005 | |
|  | **Responsibilitie**​s: | Developed ASP.NET applications and was involved in full project cycle (gathering of user requirements, database planning, software development, application testing and documentation). | |
|  | **Achievement:** | Promoted to Assistant Web Architect overseeing a team of 10 developers within 8 months. | |
| ● | Company: | Republic of Singapore Navy | |
|  | Position: | **Senior Technical Specialist** | |
|  | Specialization: | Electronics | |
|  | Industry: | Radar Electronics | |
| Date Joined: | | Dec 1996 |
| Date Left: | | Dec 2002.  *Turned down the promotion offer by the RSN to pursue a career in IT.* |
| **Responsibilities**​: | | Operated, repaired and maintained radar systems. |

# EDUCATION BACKGROUND

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| **Highest Education** | **: Degree** |
| Level | : Bachelor’s Degree |
| Field of Study | : Computing Science |
| Name of Institution | : Singapore Institute of Management (SIM) |
| Location | : Singapore |
| Graduation Date | : Nov 2004 |

**Second Highest Education**

Level : Diploma

Field of Study : Information Technology

Name of Institution : Nanyang Polytechnic (NYP)

Location : Singapore

Graduation Date : June 1996