Idra Hsieh

(Yun-Jung)

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⚙ **GitHub:** @idra-hsieh

📄 **Portfolio:** idra-hsieh.vercel.app/

in **LinkedIn:** @idra-hsieh

Summary

Product-Oriented Software Engineer bridging the gap between business strategy and engineering execution. Former BD/PM with a data-driven background. **Holder of IPA FE/SG certifications, fully eligible for Japan Engineering Work Visa.**

Skills

- **Frontend:** TypeScript, JavaScript, React, Next.js, Tailwind, Shadcn, Motion, i18n
- **Backend:** Prisma, Sanity (CMS), Node.js (basics), REST APIs
- **Data:** Python (pandas, sklearn), SQL
- **Tools:** Git, Figma, Vercel

Languages

- **English:** IELTS 8.0 (Professional)
- **Japanese:** JLPT N1 (Business Capable)
- **Chinese Mandarin:** Native
- **Korean:** TOPIK Level 2 (Basic)

Certifications

Software Engineering Foundations (IPA)
- **Fundamental Information Technology Engineer（基本情報技術者試験）**
- **Information Security Management（情報セキュリティマネジメント試験）**

Web Development (freeCodeCamp)
- JavaScript Algorithms and Data Structures
- Front End Development Libraries
- Responsive Web Design

Cloud & Deployment
- AWS Cloud Practitioner Essentials (course)

Data Analytics
- Google Data Analytics Professional Certificate

FEATURED PROJECTS

Charm Money Indicator | Frontend & Design   Live | GitHub | Demo Video | Figma
- **Stack:** Next.js, TypeScript, i18n, Context API, Recharts
- **UX:** A responsive, locale-aware FinTech onboarding tool utilizing psychometric profiling to assess and visualize financial archetypes.
- **Engineering:** Implemented a custom client-side scoring algorithm using TypeScript, eliminating server round-trips for instant feedback.

Lumi Diary Digest | Full Stack   Live | GitHub | Demo Video
- **Stack:** Next.js, Supabase, Prisma, Server Actions
- **UX:** A scalable journaling application enabling secure daily logging and history tracking.
- **Engineering:** Designed a type-safe database schema with Prisma and Supabase, utilizing Relational constraints to ensure data integrity for multi-user scaling.

Personal Portfolio | Full Stack   Live | GitHub | Demo Video
- **Stack:** Next.js, Sanity (Headless CMS), Framer Motion, Tailwind
- **UX:** A centralized digital hub showcasing engineering projects through a fluid, premium interactive interface.
- **Engineering:** Architected a dynamic content pipeline using Sanity CMS, enabling real-time content updates without redeployment.

PROFESSIONAL EXPERIENCE

PranaQ | *Business Development Specialist & Project Manager*   **2024.05-2025.08**
- **Tech Specs & Design:** Designed data schema and visualization logic for the TipTraQ usage tracking system, delivering technical specs to guide engineering.
- **QA & Agile:** Executed hardware-software tests and systematized 50+ sessions into tickets, driving refinements for the TipTraQ US product launch (Pre-Series A).

Boston Consulting Group | *Part-time Assistant (Strategy Intern)*   **2023.04-2024.01**
- **Strategy:** Conducted quantitative modeling and synthesized complex datasets for international Tech & Finance client strategies.

KPMG Digital Village | *Data Science Researcher (Intern)*   **2022.09-2023.04**
- **ML & Automation:** Built clustering models (Python) for segmentation and developed Tableau dashboards, reducing reporting time by 30%.

Cathay Financial Holdings | *Data Analytics Summer Intern*   **2021.07-2021.08**
- **SQL Pipelines:** Optimized SQL pipelines for 500k+ records and built sales prediction models automating reports for 20k+ users.

AWARDS & LEADERSHIP

Google 2022 AI Winter Competition | *2nd Place & Team Lead*   **2022.02**
- Built autonomous PyTorch (DQN/PPO) agent for 3D obstacle avoidance.

Fidelity FinTech Innovation Challenge | *Finalist & Team Lead*   **2021.12-2022.02**
- Proposed AI & Blockchain strategies for future banking data security.

NCCU Data Analytics Student Society | *Founder & President*   **2021.01-2022.07**
- Founded society connecting 200+ students to corporate projects (Acer, LINE Taxi, etc.).

EDUCATION

University of London, London School of Economics and Political Science   **2022-2024**
Undergraduate Coursework in Mathematics & Economics

National Chengchi University   **2019-2022**
Undergraduate Coursework in Foreign Languages & Economics (Minor)