

# Idra Hsieh

(Yun-Jung)

 Email: [idra.hsieh@gmail.com](mailto:idra.hsieh@gmail.com)

 GitHub: [@idra-hsieh](https://github.com/idra-hsieh)

 Portfolio: [idra-hsieh.vercel.app/](https://idra-hsieh.vercel.app/)

 LinkedIn: [@idra-hsieh](https://www.linkedin.com/in/idra-hsieh)

## Summary

Former Product Manager transitioning to Software Engineering. Background in Data and Economics. Experienced in cross-functional collaboration with engineering teams. Now building scalable applications using Next.js and TypeScript. Holder of FE/SG (IPA) certifications.

## Skills

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

## Languages

- English: Professional, C1 (IELTS 8.0)
- Japanese: Business Capable, B2 (JLPT N1)
- Chinese Mandarin: Native
- Korean: Basic, A2 (TOPIK Level 2)

## 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, Context API, Recharts
- **UX:** A FinTech onboarding tool utilizing psychometric profiling to assess and visualize financial archetypes.
- **Engineering:** Engineered a client-side scoring engine to calculate results with zero latency; implemented dynamic Radar Charts for real-time visualization.

### 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:** Implemented Server-Side Authorization to ensure strict data privacy; leveraged Prisma and Supabase to build a type-safe, scalable data schema.

### 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 Sanity Headless CMS for dynamic content; integrated Formspree for serverless forms and Framer Motion for page transitions.

## PROFESSIONAL EXPERIENCE

### PranaQ | Business Development Specialist & Project Manager

2024.05-2025.08

- **Tech Specs & Design:** Designed the internal usage tracking database and algorithm flows for TipTraQ, 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)