

Leon Tzu Yung Hsu

Sydney NSW 2125 | E: leonhsu95@gmail.com

<https://www.linkedin.com/in/leonhsu95/> | <https://github.com/leonhsu95> | <https://leonhsu95.herokuapp.com/>

Career Profile

- Design driven Web Developer leveraged with Sales and Marketing backgrounds to create professional websites expanding client businesses into their untapped promotional and ecommerce platforms.
- Solutions-driven back-end developer, to develop stable and long-term web application architecture.
- Comfortable leading and working in agile environments to achieve business goals of success through thorough market research analyses and campaign data to develop detailed project plans.
- Potent work ethic evident by my reliable, respectful, and trustworthy demeanour and attitude to ensure teamwork success.
- Completed MERN Full Stack Web Development Flex with University of Sydney.
- TAFE NSW Scholarship and Diploma of Web Development and Design recipient.

Technical Skills

Language Stack:

HTML5, CSS, JavaScript ES6, jQuery, PHP, MySQL, MERN Stack

Applications:

Programming: GitHub, MySQL Workbench, Robo 3T, phpMyAdmin, WooCommerce, VS Code

Design: Adobe Photoshop and Illustrator

Content Management Systems: WordPress, Wix

Projects

The Cold Drip | <https://the-cold-drip.herokuapp.com/> | <https://the-cold-drip.herokuapp.com/>

Summary: *The Cold Drip* is a Coffee ECommerce MERN Website that is the platform to sell coffee items from bean varieties, blends, and supplies. Consumers can use this platform as the all-in-one place to purchase coffee while shopkeepers can add new products to the product line.

- Role: Solo Author
- Tech: MERN Stack, SASS, GraphQL, Adobe Photoshop, Illustrator, XD

Projectify | <https://github.com/leonhsu95/Projectify> | <https://projectify-marketing-app.herokuapp.com/>

Summary: *Projectify* is a marketing lead generation tool that helps businesses to manage their other client's online business, digital marketing and advertising campaigns, 'projecting' user ad clicks and call-to-action registrations on client's Landing Page, Facebook and Instagram social media platforms.

- Role: Primary Back End Developer
- Tech: HTML, CSS, JS, API, Bootstrap, NodeJS, MySQL, Express, Code HighCharts

ReaCharity | <https://github.com/leonhsu95/ReaCharity> | <https://leonhsu95.github.io/ReaCharity/>

- Summary: *ReaCharity* help users retrieve information and directions on Australian charities based on charity causes and Australian states. They can save the information in their browser to view favourite charities later.
- Role: Collaborator in Front End Coding primarily in JS and CSS and Creative Assets Designer.
- Tech: HTML, CSS, jQuery, API, Bootstrap, Font Awesome, Photoshop, Illustrator

Sydney Contacts | <https://sydneycontacts.com.au/>

- Summary: An E-commerce Dropship Website selling contact lenses for an optometry business.
- Role: Sole Author
- Tech: HTML, CSS, JS, jQuery, PHP, SQL, Font Awesome, Photoshop, Illustrator, WordPress, WooCommerce

Education

University of Sydney

Web Development Full Stack Certificate 2021

TAFE NSW Hornsby Campus

Diploma in Web Development ICT50615 2018

- Jobs of Tomorrow Scholarship Recipient

University of New South Wales

Bachelor of Arts (Double Major in Advanced Japanese Studies and International Business) 2014 - 2017

Relevant Experience

E.Tel Communications – Full Time

Marketing / Web Designer 2019 - 2020

- Designed Website, Campaign, E-Commerce, and Product Pages
- Created marketing assets for News Corp Australia online campaigns
- Integrated SEO to preparing reports and quantities analysis measuring campaign and product interest and effectiveness
- Managed several client and customer accounts and developed over 30 personally referred customers with trilingual skills.

Compass Ark Studio – Freelance

Freelance Web Designer 2018 - 2020

- Developed and designed websites and consulted by clients in front and back-end systems
- Effective time management, sustaining multiple client projects with stakeholders fulfilled before deadlines
- Executed, tested, and launched to shareholders and online customers

Hills Family Physio – Part Time

Marketing / Web Designer 2017 - 2018

- Promoted business rebranding, designed creative assets and website
- Expedited visitor traffic and subscriptions to social media via content development and business networks