

# Wee Siong, Lim (Adrian)

Full-stack Software Developer & Software Engineering student at Ara Institute

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Burwood, Christchurch  
New Zealand Citizen

## Experiences

### **Software Developer Intern** at Injury Hub, *Christchurch New Zealand*

Nov 2024 – Present

- Contributed to developments of a health appointment booking system using Laravel, Vue 3, Tailwind CSS and PostgreSQL with over 70+ general and specialised clinics in New Zealand.
- Developed features for patient portal contributing to its launch in February 2025.

### **IT Support Engineer** at Christchurch South Community Gardens, *Christchurch New Zealand*

Nov 2016 – Jun 2017 (8 months)

- Built and managed digital presence including WordPress website, social media platform (Facebook), and donation system for non-profit community organisation using PHP, MySQL, and Google Analytics.
- Increased social media engagement by 35% and grew follower base to 300+ through strategic content planning and community management initiatives.
- Implemented donation system and optimised marketing campaigns achieving 17% traffic growth and 4% conversion rate, generating \$1000+ additional annual funding.
- Reduced hosting costs by 30% from an annual budget of \$250 while improving website performance through WordPress optimisation.
- Delivered data-driven monthly presentations to Board of Trustees, resulting in 20% increase in digital marketing budget.

### **Web Developer** at Panda Web Designs, *Napier New Zealand*

Nov 2012 – Jun 2016 (3 years, 8 months)

- Developed and maintained 30+ custom websites and e-commerce platforms across diverse industries including tourism, hospitality, and retail using WordPress, SilverStripe, PHP, HTML, CSS, JavaScript and MySQL for businesses (5-300 employees), serving 500-20,000 monthly active users with 99.9% uptime.
- Directly engaged with clients to gather project requirements and provide technical solutions, maintaining client satisfaction across projects valued between \$20K-\$500K.
- Led technical migration of 12 legacy Drupal and Magento eCommerce websites to CodeIgniter and Laravel frameworks, resulting in 60% decrease in maintenance costs and 40% improvement in load times.
- Successfully increased fishing charter client's annual revenue by 157% (\$35K to \$90K) by implementing conversion-focused website redesign and Google Analytics-optimised marketing campaigns and improved search rankings from page 4 to top 3 Google positions in Hawke's Bay.
- Launched comprehensive digital marketing strategy for local artist gallery, driving in first-year annual revenue of \$28,000 through optimised social media campaigns and website conversions.

- Collaborated with teams of 2-6 developers using JIRA and established coding standards and documentation protocols, improving team onboarding time from 2 weeks to 4 days and reducing code review cycles by 50%.
- Implemented mobile-first development approach and responsive design principles, increasing mobile traffic by 45% and mobile conversions by 30% across client portfolio.

#### **Web Master** at KM Digital Marketing, *Hastings New Zealand*

Dec 2015 – Apr 2016 (5 months)

- Developed and optimised digital marketing solutions for clients in real estate and hospitality sectors using advanced SEO techniques, Google Analytics and custom website auditing tools.
- Improved search rankings from page 5 to top 10 Google positions for 4 enterprise clients using advanced SEO techniques and Google Analytics data-driven optimisation.
- Increased organic traffic by 50% for 3 key clients valued between \$700k-\$1.4m through targeted SEO strategies.
- Developed comprehensive website audit framework, reducing analysis time by 40% and implementing improvements that increased client conversion rates by 20-25% on average.

#### **Web Developer** at Webfox, *Napier New Zealand*

Jul 2013 – Sept 2014 (1 year, 3 months)

- Developed full-stack web applications including a nationwide rugby referee review platform and business websites using PHP, JavaScript, CSS (Bootstrap) and MySQL.
- Collaborated in a team of 3 developers to build and maintain 10+ responsive websites using CodeIgniter and Laravel, resulting in 30% faster delivery times on projects valued over \$500k.
- Created frontend interface of nationwide rugby referee review platform processing 1000+ monthly match videos across New Zealand rugby unions.
- Designed intuitive UI/UX reducing match analysis time by 60%, leading to adoption by multiple regional rugby unions and processing 50+ match reviews per season.

## **Projects**

**Transfer List** | Jul 2024 | *NodeJS, Vite, React, TypeScript, HTML, CSS* | <https://transferlist.netlify.app>

- Developed responsive kanban-style player transfer list management system using React and TypeScript, serving 10+ active users in an online soccer community.
- Deployed and maintained on Netlify with automated CI/CD pipeline achieving 99.9% uptime.

**Eyeball Maze** | May 2024 | *Java, Android* | <https://github.com/adrianlimws/Eyeball-Maze-Game-for-Android>

- Designed and developed Android mobile game featuring responsive touch controls for course portfolio.

**Chess Maze File Handler** | Apr 2024 | *C#, .NET* | <https://github.com/adrianlimws/ChessMazeFileHandlerMAUI>

- Developed cross-platform desktop application for managing chess maze game files using .NET MAUI for course portfolio.

**Christchurch Bus Tracker** | Apr 2024 | JavaScript, HTML | <https://github.com/adrianlimws/chch-bus-tracker>

- Tracks current location of every metro bus in operation within Christchurch region using the Metro Bus GTFS Real-time API service.

**NEO Viewer** | Dec 2023 | JavaScript, HTML, CSS, Svelte, ThreeJS | <https://neoviewer.netlify.app>

- Built interactive 3D visualisation app for near-earth objects using NASA's REST API and ThreeJS.
- Implemented dynamic camera controls and object rotation features allowing users to examine celestial objects from multiple angles.

## Education

**Bachelor of Information and Communication Technologies** at Ara Institute of Canterbury  
February 2023 – Present, Christchurch New Zealand

**NZ Certificate in Information Technology Essentials** at Ara Institute of Canterbury  
July 2022 – Christchurch New Zealand

**Diploma in Multimedia & Web Development** at Eastern Institute of Technology  
July 2012 – Hawkes Bay New Zealand

**Joint ITE-Sun Microsystems Certificate in Mobile App Development with J2ME** at ITE College Central  
November 2010 – Singapore

**National Institute of Technical Education in Info-Communications Technology** at ITE College Central  
November 2010 – Singapore

## References

Will provide upon request