

Rachelle Yeo  
Front-End Software Engineer

Multi disciplinary UX engineer with strong hands-on experience in frontend design & development. Proficient in HTML, CSS, Javascript & React. Passionate about transforming concepts into reality with clean, reusable and responsive code.

Email: [rachelle.yeo@outlook.com](mailto:rachelle.yeo@outlook.com)  
Portfolio: [rachellesg.github.io](https://rachellesg.github.io)  
Blog: [medium.com/itzrachelle](https://medium.com/itzrachelle)  
Github: [github.com/rachellesg](https://github.com/rachellesg)

Key Strengths & Specialisations

- UI/UX
- HTML
- CSS
- Javascript
- React.js
- Adobe Photoshop
- Figma
- Git

Positive Attitude | Stakeholder Engagement | Fast Learner | Team Player | Effective Communication | Adaptability  
Native/bilingual proficiency in English and Mandarin Chinese

Professional Experience

Lead Front-End Engineer // Frontline Industrial SoftwareJan 2023 - Present

Key Responsibilities:

- Led complete ownership of the UI and UX aspects of the web app, crafting a visually captivating and user-friendly interface that catered to the needs and preferences of the target users.
- Employed a user-centered design approach, conducting in-depth user research and leveraging industry best practices to create a visually appealing and intuitive user interface.
- Developed and maintained a component library and style guide for consistent and scalable code reuse.
- Engaged in the full software development life cycle, from requirement gathering to implementation and testing.
- Demonstrated versatility and adaptability by taking on additional responsibilities as both a Product Manager and Product Designer, actively shaping the product strategy and contributing to the development roadmap.

Key Achievements:

- Orchestrated the transformative redesign of the web app's user interface, orchestrating a 50% surge in user satisfaction rates, as measured by user feedback.
- Single-handedly conceptualized, designed, and developed the entire UI and UX aspects of the web application, driving an extraordinary 100% increase in client acquisition and retention rates, solidifying the application's market position.
- Assumed a pivotal role in spearheading continuous improvement initiatives and scalability by implementing the design language system to foster a culture of design excellence.

Front-End Engineer // Smartcow AI TechnologiesFeb 2022 - Dec 2022

Key Responsibilities:

- Collaborated with design team to assess product requirements and feasibility.
- Translated Figma UX components into rapid prototypes for demonstrations.
- Developed web applications with React, integrating data response through REST API.
- Implemented new features using scalable and reusable components.
- Participated in code review and assisted in quality assurance testing.
- Collaborated with global full stack team to establish best front-end practices and Git issue templates for efficiency and continuous integration.

Key Achievements:

- Streamlined onboarding wiki on Notion for local office.
- Established reusable component library with Storybook, saving at least 30% in labor time.
- Overhauled code base to modular stylesheets with Styled Components, improving readability and loading time.

Front End Engineer (UI/UX) // Orion ConsultancyMar 2020 - Feb 2022

Key Responsibilities:

- Collaborated with design team to assess technical feasibility.
- Implemented reusable components for new feature development.
- Provided support for UI/UX interactivity and implemented change requests.
- Worked closely with QA team to address and resolve bugs promptly.

Key Achievements:

- Established SSOT with React and integrated CRUD functionality with PostgreSQL for secure user login and domain updates.

Senior Front-End Web Designer // T2 Web Pte LtdJan 2015 - Sep 2019

Key Responsibilities:

- Managed prestigious client portfolio, including Borneo Motors Singapore, BBC, and DirectAsia Singapore.
- Led conceptualization and development of captivating user interfaces for websites, web applications, and electronic direct mailers.
- Oversaw full software development life cycle, from user requirement gathering to wireframing, design, and implementation.
- Collaborated closely with front-end and back-end developers, ensuring timely project delivery and adherence to budget constraints.

Web Designer // T2 Web Pte LtdJul 2012 - Dec 2019

Key Responsibilities:

- Created visually captivating wireframes in alignment with brand mission and creative direction, capturing their vision.
- Crafted impactful electronic direct mailers, websites, and web applications, delivering engaging digital experiences.
- Transformed visuals into highly functional and visually appealing websites, seamlessly blending usability and aesthetics.
- Demonstrated efficiency in ongoing website maintenance and enhancements, ensuring optimal performance and user experience.

References

Available on request