# Joseph Chi-Chung Yang

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Citizenship: New Zealand

#### **Technical Skills**

Languages: Javascript (native, ¡Query, Node.js), Ruby, Java, Objective-C, HTML, CSS, C/C++,

Frameworks: Javascript (Backbone.js, Mustache.js), Ruby on Rails,

Databases: MySQL, Oracle 11g, PostgreSQL, MongoDB

## **Professional Experiences**

Co-Founder	Krake Pte Ltd	Feb. 2013 <i>–</i> Aug.
2013		

### **Description:**

Krake Pte Ltd is a Singapore-based startup that provides a data-as-a-service platform which crawls and scrapes data-sets from web pages and pipes the data to your web applications. Unfortunately we could not raise any funding after 4 months of hard work and, consequently, the team dissolved.

### Responsibilities:

- Study user' experience and behavior when interacting with a new piece of software.
  - ~ 100 new accounts activated within the first 2 weeks of product launch
- Design and develop the initial code base for Krakes browser extension, which allows non-tech savvy
  users to define the dataset to be extracted. (as seen on <a href="https://krake.io">https://krake.io</a>)
- Customer and business development.

Software Developer	Oracle Corporation	Nov. 2010 - Apr.
2012		

#### Description:

The National Bank of Australia (NAB) begins to revamp its core banking system in 2008. The primary goal of Release 2A is to re-architecture the existing UBank (www.ubank.com.au) by employing Oracle Fusion Middleware suite.

#### Responsibilities:

- Design and implement the new Customer Data Extraction module. The mission is to periodically pull >10,000 on-demand records from cloud-based Oracle CRM-On Demand every 10 minutes and store them into UBank's Customer Analytics database for OLAP cubes.
  - ☐ Reduce overall speed by more than 200% (3 minutes v.s. 8 minutes)
- Re-factor and add enhancement to the existing Customer Communication Module. The module is
  used to generate three types of letters, manual, ad-hoc and batch, which are sent to UBank's
  customers.
- Liaise with NABs stakeholders and find out their business rules and logic in order to configure Flexcube's common services.

Contractor	UXC-PS	Jul. 2010 – Oct.
2010		

## **Description:**

At the Department of Education of the Victorian Government, ERBI (Enterprise Reporting and Business intelligence) aims to create a data warehouse that can facilitate both regular and ad-hoc reporting requests.

## Responsibilities:

- Liaise with clients and gather requirements
- Involved in producing functional specification documents for the metadata repository and Sharepoint site usage sub-projects.
- Evaluate pros & cons of Google Analytics and Nintex Reporting tool when used for monitoring usage of departmental Sharepoint site.
- Build proof of concept usage dashboard using Google Analytics
- Assist in ETL of Kindergarten datasets

Business Analyst	Fonterra Cooperative Group	Aug. 2007 – May
2008		

#### Description:

The baby food/infant formula division requires robust pricing models for all of its product lines. The price/cost of products are sensitive to daily FOREX, company's strategic decisions and global economic movements. The models produced provide transparency and accuracy of cost structure and markup, hence assist in managerial decision making.

#### Responsibilities:

- Review historical pricing/cost structure of existing product lines and price offered to clients.
- Liaise with cost accountants to learn the rationale behind each cost component.
- Liaise with procurement to understand sources of each ingredient and procurement contracts

Intern	IRL - Crown Research Institute	Nov. 2004 – Feb.
2005		

#### **Description:**

The imaging and sensing division aims to build a microwave "six-port" device for analyzing the content of fruit and plants contactlessly. In order to control the reflective angles of the microwave, a phase shifter needs to be incorporated into the system. The data on reflected angles also needs to be captured, processed analyzed.

## Responsibilities:

- Validate the mathematical models by using MATLAB
- Analyze six-port microwave sensor hardware usage and interface
- Design and implement an electronic circuit that converts serial data (through RS232 port) to parallel data (fed into six-port).
- Develop data analysis module in C++

# Selected Project Undertaken

Principal Developer OrganizedKidz Sep. 2013 –
Present

## **Description:**

An image-based task organizer for young children. Primary features include extensive drag and drop interaction and role-based access control.



Technologies used: JQuery, Ruby on Rails, PostgreSQL(hstore, json), AWS www.organizedKidz.com

Lead Developer	Konbiny	Jul. 2013 –
Present		

## **Description:**

A system that allows business owners to turn their Facebook fan pages into a shopping cart. Mobile users can buy items within the Konbiny app and pick them up at their nominated convenient stores.



Technologies used: JQuery, Ruby on Rails, Redis, PostgreSQL, AWS, Objective-C www.konbiny.com

Lead Developer	Dingbien	Oct. 2012 - Dec.
2012		

### **Description:**

The official app for Dingbien, Xi'an, China. Through this app users can learn more about Dingbien in terms of investment opportunities, latest happenings, Communist propaganda, and so on.



Technologies used: Objective-C(iOS), AWS

https://itunes.apple.com/us/app/xian-dai-ding-bian/id589757943?mt=8

Co-founder/Lead Developer	CooCaCa	Apr. 2012 – Nov.
2012		

## **Description:**

Our team developed a loyalty card mobile app that was eventually acquired by a Chinese company after eight months. The app aids users to collect stamps from and redeem rewards at participating shops. Our platform highlights the enhanced security mechanism that prevents app users from cheating, which is a common problem experienced by our competitors



Technologies used: Objective-C, Ruby on Rails, PostgreSQL, MongoDB,

## **Education & Awards**

- Masters in Information Technology from Melbourne University in 2010
- Bachelor degree in Electrical & Electronic Engineering (Hon I) from Auckland University in 2004
- Sun Certified Java Programmer
- Auckland University Doctoral Scholarship 2005
- Coach of Under-14 Boy's basketball Championship team (Auckland Region) in 1999
- Gold Medalist of under-12 boys speed-skating in1992

## Referees

Available upon request