

VIVIEN WEE

FULL STACK DEVELOPER

Portfolio: <https://portfolio-vv.vercel.app/>

CONTACT

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Canberra, Australia
(Flexible to relocate)

SKILLS

- Figma/Canva
- HTML/CSS
- JavaScript
- React/Next.js
- Node.js
- Java
- Python
- MongoDB

EDUCATION

Master of computing
Australian National University
2023-2025

Bachelor of Management
Hunan Normal University
2019-2023

LANGUAGES

English
Mandarin

INTERNSHIP EXPERIENCE

UI/UX Designer

TidyTeddy 2024.12 - Current

- Designed prototypes for both PC and mobile website interfaces, ensuring responsive and user-friendly experiences.
- Created visually engaging posters and promotional materials for the company's social media accounts to boost brand presence and user engagement.
- Collaborated with developers to implement designs using frontend coding skills, bridging the gap between conceptual design and functional implementation.

Strategy Analyst

TikTok 2023.4 - 2023.6

- Market Data Analysis: Utilized SQL for in-depth data mining to gain insights into merchant dynamics and consumer trends, supporting operational decisions. Adjusted strategies in response to market shifts, optimized merchant onboarding, enhanced product-market fit, increased conversion rates and merchant loyalty, and expanded the merchant ecosystem.
- Merchant Engagement Actions: Designed web UI and CTA elements to guide merchant participation, ensuring operations aligned with marketing strategies and merchant interests. Created six different activity pages, achieving peak merchant reach rates of 84% and execution rates of 66%, strengthening merchant retention and activity on the platform.
- Major Promotion Strategy Optimization: Optimized marketing strategies during TikTok e-commerce promotions, collaborating with product, technology, and marketing departments. Analyzed product categories, tailored promotions to market trends, achieving 1.9 billion incremental Page Views (157% of the goal), 357 million incremental GMV (188% of the goal), and an ROI of 2.36 (target 1.25), significantly boosting conversion rates and engagement.

Livestreaming Operations

NetEase 2022.7 - 2022.10

- Content Planning: Managed copywriting and layout design for a million-level official public account, achieving a daily net increase of over 8,000 followers. Orchestrated and promoted weekly community scripts, expanding user reach by over 4,000; implemented targeted traffic redirection strategies for live broadcasting scenarios, creating events with peak reservations reaching 13,000.
- Live Broadcast Operations: Coordinated with guests, planned and executed live broadcasts, and conducted hands-on operations. Leveraged data insights to guide user behavior, achieving rapid growth and increased engagement. Managed 24 live broadcasts, with the highest viewership reaching 124,000.
- Growth Analysis: Analyzed live broadcast user profiles and behavioral data, reviewed topic selection and copywriting effectiveness, identified new growth opportunities, and optimized conversion rates and product sales. Compared product matrices of similar live broadcast rooms, identifying core business issues and pain points, and empowered solution development and enhancements.

REFEREES

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