VIVIEN WEE

FULL STACK DEVELOPER

CONTACT

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✉ vivienwee0912@gmail.com

📍 Canberra, Australia
(Flexible to relocate)

SKILLS

Languages:
JavaScript, TypeScript, Java, Python, SQL,
HTML5, CSS

Frameworks & Libraries:
React.js, Next.js, Node.js, Tailwind CSS,
Ant Design,

Developer Tools:
Git, MongoDB, Android Studio, Vercel

EDUCATION

Master of computing

Australian National University

2023-2025

Bachelor of Management

Hunan Normal University

2019-2023

LANGUAGES

English ▬▬▬▬▬▬

Mandarin ▬▬▬▬▬▬▬

PROJECT EXPERIENCE

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

AutoJob	Front-End Leader

A career website that streamlines the job search process in Australia. Built with **React** and **Ant Design** for the front end, allows users to filter opportunities and subscribe to email alerts.

GreenShell	Personal Project

A **UI design** project showcasing a visually appealing interface for an eco-friendly product line.

DailyNote	Personal Project

A full-stack note-taking application constructed with **Node.js** and **Express** for the backend, utilizing **MongoDB** for data persistence.

INTERNSHIP EXPERIENCE

UI/UX Design

TidyTeddy	2024.12 - Current

- **UI/UX Prototyping**: Designed high-fidelity and low-fidelity UI prototypes in **Figma** for website interfaces, database management systems, and web scraping applications, ensuring usability and responsiveness.
- **Graphic Design:** Created visually engaging posters and promotional materials in **Canva** for the company's social media accounts to boost brand presence and user engagement.

Strategy Analyst

TikTok	2023.4 - 2023.6

- **Data Analysis:** Used **SQL** to analyze merchant dynamics and consumer trends, guiding operational decisions. Optimized merchant onboarding, adjusted strategies to market shifts, and enhanced product-market fit, boosting conversion rates, loyalty, and ecosystem growth.
- **UI/UX Design:** Designed UI elements and CTA to guide merchant participation, created 6 different activity pages, achieving peak merchant execution rates of 66%, strengthening merchant retention and activity on the platform.
- **Strategy Optimization:** Refined marketing strategies for TikTok e-commerce, collaborating across departments. Analyzed product categories, tailored promotions, and drove 1.9B incremental Page Views (157% of target), 357M GMV (188% of target), and an ROI of 2.36 (target 1.25), significantly increasing conversions and engagement.

Livestreaming Operations

NetEase	2022.7 - 2022.10

- **Content Planning:** Managed copywriting and layout design for a million-level social media 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.
- **Livestreaming Operations:** Coordinated with guests, planned and executed live broadcasts, and drive engagement. Managed 24 broadcasts, peaking at 124,000 viewers.
- **Growth Analysis:** Analyzed user behavior and content effectiveness, optimizing topics, conversion rates, and product sales. Identified key business pain points through comparative analysis of live broadcast rooms, driving data-informed solutions.

REFEREES

Wanqing Wang

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