Wei-Hsin Chen

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Accomplished Technical Lead and Front-End Engineer with 10+ years of experience delivering innovative web solutions for top-tier clients, including Google. Proven expertise in leading cross-functional teams, driving innovation, and translating complex business needs into user-centric applications. Strong foundation in component-based architecture, UI/UX principles, and building comprehensive design systems that enhance consistency and scalability. Actively expanding my full-stack development capabilities through focused React training. Fluent in English and Chinese.

Areas of Expertise

Front-End Development	Software Development	Leadership & Management
● Design Systems	● Web Technologies	● Team Leadership & Mentoring
● Component-Based Architecture	● Software Design	● Agile Project Execution
● Performance Optimization	● Microservice Architecture	● Stakeholder Engagement
● UX/UI Prototyping	● CI/CD	● Project Management
● Accessibility(a11y)	● Test-Driven Development (TDD)	● Strategic Planning
● Web Animation	● Software Development Life Cycle	● Cross-functional Collaboration

Experience

Huge (Google Embedded Team**)** – California   **07/2016 - 04/2024**
Roles: Tech Lead (2020 – 2024), Senior Web Engineer (2016 – 2020)

Led and mentored cross-functional engineering teams (5+ engineers) in designing, developing, and delivering high-impact marketing web solutions for Google's core products: Google for Education, Chrome, Chromebook, Chrome Enterprise, and ChromeOS. Spearheaded front-end solutions, improving user interfaces and experiences. Drove innovation, fostered continuous learning, and ensured adaptability to rapid technological shifts in web development.

Notable Contributions/Accomplishments:

- Developed a Figma-based Webpack plugin that automated style guide generation, doubling development velocity and reducing client review cycles from 5 days to 1 day.
- Created and integrated a comprehensive design system with a TypeScript/Python component engine, enhancing consistency and scalability.
- Streamlined development processes by constructing a reusable component-based engine, doubling team output, and tripling productivity.
- Led the development of the Perks Redemption SPA tool suite, integrating a Python content delivery microservice and CMS, which increased user engagement by 30%.
- Conducted user research and A/B testing, increasing user engagement by 15% and overall performance by 10%.
- Rebuilt Product News Service with a microservice architecture, establishing a centralized CMS that streamlined updates and enhanced data integrity across platforms.
- Revamped design and architecture of Product Detail Pages, developed a Python-based microservice and new CMS, reducing the content team's workload by 30%.
- Rearchitected the Cross-Platform Product Download system with advanced JavaScript frameworks, increasing site performance by 270%, boosting development efficiency by 40%, and reducing update cycles by 80%.
- Enhanced project and product management processes, ensuring 90% on-time delivery accuracy and accelerating completion times by 20%.
- Designed and implemented a modular component system, which reduced design and development time by 40%, and standardized UI components across multiple projects.

Gopomo, Inc – Remote   **09/2012 - 08/2023**
Roles: Design and Technology Consultant

Led design and development of user-centric websites and mobile apps for Canadian and Taiwanese markets. Spearheaded UI/UX design and integrated user feedback to enhance functionality and aesthetics. Mentored designers and developers, fostering a culture of continuous innovation.

Notable Contributions/Accomplishments:
- Designed and developed intuitive user interfaces, receiving positive feedback from clients and users for usability and aesthetics.
- Implemented agile development practices, fostering a collaborative learning environment that resulted in faster project turnaround times and increased client responsiveness.
- Applied user-centered design principles and optimized navigation, increasing conversions on client websites.

Eveo, Inc – California   **01/2009 - 06/2016**
Roles: Senior Web Engineer (2013 – 2016), Front-End Flash / Flex Developer (2009-2013)

Led web development projects for high-profile clients, providing expertise in front-end technologies and enterprise CMS implementation. Developed interactive web applications and communication platforms across multiple channels (mobile apps, websites, trade show installations). Collaborated with cross-functional teams to deliver high-quality solutions.

Notable Contributions/Accomplishments:
- Implemented and customized enterprise CMS, streamlining content management and improving website usability.
- Partnered with cross-functional teams, including design, project, and QA, to ensure successful project delivery.
- Built engaging communication platforms for mobile applications, websites, and trade show installations using Flash/Flex, HTML, CSS, JavaScript, and AngularJS.

Technical Proficiencies

Script Languages: JavaScript (ES6+) | TypeScript | HTML/HTML5 | CSS/CSS3 | Sass | Python
Libraries/Frameworks: Node.js | AnimeJS | GSAP JS | React (In development) | jQuery | AngularJS | Bootstrap
Development Tools: Git | GitHub | Gerrit | VS Code | IntelliJ IDE |Webpack | NPM | Cypress | Cucumber | Jest | BackstopJS | Figma | Sketch | Photoshop | Illustrator
Agile Methodologies: Scrum | Kanban
Platforms: OSX | Windows | Linux | Google Cloud Platform

Education & Professional Development

Master of Fine Art, Computer Art: New Media | Academy of Art University - California | 2006 -2009
Bachelor of Business Administration (BBA) | National Chung Cheng University - Taiwan | 1999 - 2003

Recent Certification:

Learn React & Advanced React | Codecademy | 2024
Tech Career Skills: Moving from Developer to Engineering Manager | LinkedIn | 2024
ChatGPT Prompt Engineering for Developers | DeepLearning.AI | 2024
Google Cloud Platform Development | Google Cloud and Coursera | 2020