



WEI HUANG

Software Engineer

Edinburgh, United Kingdom
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PERSONAL PROFILE

A passionate Software Engineer with cross-cultural experiences in teaching, research, and the retail industry.

Primary engineer within the CRO team, driving the execution of A/B testing initiatives that resulted in the successful delivery of new features, upselling opportunities, and an optimised user experience.

Demonstrated **strong teamwork** and **flexibility** in adjusting workflows to fit different teams and requirements to achieve the objective on time and with excellence. Highly interested in **developing new skills** within the day-to-day challenge.

HTML / CSS / SCSS / JavaScript (ES6)
TypeScript / Bootstrap / jQuery / RWD
React.js / Redux / Liquid / GraphQL / Node.js
Babel / Gulp / Webpack / Jest / Git / CLI

CAREER BACKGROUND

SOFTWARE ENGINEER



Ooni Pizza Ovens, United Kingdom, 2022 -

- Managed relationships with the digital experience manager to implement CRO and branding strategies. Led A/B testing resulting in a 200% increase in add-to-cart rate and a 73% annual profit increase for ovens via the Mini-Cart project.
- Acted as the primary point of contact for urgent tasks, ensuring prompt delivery of new features within a two-day timeframe, while collaborating cross-functionally with designers, e-commerce, and product management teams.
- Maintained the online store on the Shopify platform, utilising tech stacks including React.js, TypeScript, and Liquid.
 - Rebuilt the store with web components for future maintenance and reusability.
 - Managed planning and implementation of key projects in the new Canadian market with multi-locales EN and FR to support company expansion.
 - Delivered the Landing Pages project, enabling the e-commerce team to self-serve the creation and maintenance of Landing Pages.
- Kindness, passion, and a pizza lover. Consumed 57 pizzas in the first half of 2023 and won the champion in the team.



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ACADEMIC BACKGROUND

SELF-TAUGHT FRONT-END DEVELOPER



Udemy, United Kingdom, 2021

- Highly motivated, self-starting developer seeking to launch a career building web applications and services.
 - The Web Developer Bootcamp
 - Javascript: Understanding the Weird Parts
 - Modern React with Redux

NATIONAL TAIWAN NORMAL UNIVERSITY

Mathematics, Master of Science, 2014 - 2016

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Mathematics, Bachelor of Science, 2010 - 2014

