

CAREER OBJECTIVE

Rao Yuchen is looking for a full-time role as a front-end software engineer. With a strong background in creating user-friendly interfaces on large-scale consumer applications across platforms, he's a fast learner and ready to bring his front-end expertise to your organization.

EDUCATION

Nanyang Technological University (NTU) *Aug 2018 – May 2022*
School of Electrical and Electronic Engineering

- **Bachelor of Engineering (Information Engineering & Media)**
- **Honours (Highest Distinction)** CGPA: 4.66 / 5.00
- **NTU Science and Engineering Scholarship**

WORKING EXPERIENCE

Lazada South East Asia Pte Ltd, Front-end Engineer (RedMart) *Jul 2022 – Present*

- Played a key role in developing front-end features and technical solution design for RedMart's business requirements, spanning across PC, mobile web, and the native app (**React**).
- Designed and implemented a complex popup component supporting Native and web seamlessly; widely used across RedMart during promotion campaigns, new feature announcements and voucher distribution.
- Integrated the iTrace platform with RedMart's business logic to enhance front-end monitoring capabilities, resulting in a configurable and automated alert system, greatly improved issue pinpointing and resolution processes.
- Collaborated in developing of a BI application using a low-code platform, enabling business data insights and facilitating A/B testing for departmental operations.
- Managed and successfully delivered several major projects including RedMart B2B and Add-on Deals. Led the growth hacking project, successfully executed 11 tech-driven concepts within 6 months, with over half deployed into production.

Autodesk Asia Pte Ltd, Software Engineer Intern (IAM) *Jan 2021 – Dec 2021*

- Collaborated on developing and optimizing identity processes for Autodesk's web products.
- Migrated admin SSO app (.NET) with AWS secret manager to enhance codebase security
- Automated and optimized frontend CI/CD process for an account management website (**React**), streamlining UI visualization in staging through **Jenkins** and **Docker**.

ACADEMIC PROJECTS

NTU Final Year Project: AR Travel Assistant *Aug 2021 - May 2022*

- Researched existing AR-based products and evaluated the feasibility of integrating AR technology into tour guide applications.
- Integrated Google's geo-location services for real-time navigation, utilized **Google Cloud Platform** for efficient data storage and processing, and incorporated image recognition.
- Designed and developed an **Android** application using **Flutter**, **Firebase**, and Wikitude AR SDK, enhancing the navigation experience for travellers at local attractions.

SKILLS

- **Languages:** Fluent in English and Chinese (Mandarin)
- **Software Engineering Skills:**
 - **Frontend:** JavaScript/TypeScript, HTML, CSS/SCSS, React, Webpack
 - **Backend:** Python, Node.js, C++, Java, C#, SQL, PHP
 - **Mobile:** Flutter, React Native