

CAREER OBJECTIVE

Rao Yuchen is seeking a full-time position as a Software Engineer, backed by 1+ years of expertise in developing large-scale consumer-facing e-commerce application. With a passionate drive for software development, he is a quick learner and confidently contributes proactively to team. He stands ready to apply his skills for impactful results in 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

- Consistently provided critical support in developing front-end business feature requirement and technical solution design for RedMart H5 pages across PC, App, and mobile site (**React**). Successfully managed several major projects including RedMart B2B and Add-on Deals.
- 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 detection, targeting, and resolution processes.
- Designed and implemented a complex popup component supporting both Native and web seamlessly; widely used across RedMart during promotion campaigns, new feature announcements and voucher distribution.
- Collaborated in the development of a BI application using a low-code platform, enabling business data insights and facilitating A/B testing for departmental operations.
- Led the tech team in growth hacking initiatives, from idea formulation to progress tracking. Successfully executed 11 tech-driven concepts within 6 months, with over half deployed into production, having positive impact on order value, visitors' engagement and conversion rate.

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 testing 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.
- Designed and developed an **Android** app using **Flutter** and **Firestore**, leveraging Google's geolocation, image recognition, and Wikitude AR SDK. The app enhanced travellers' experience in navigating local tourist attractions with greater ease and intuition.

SKILLS

- **Languages:** Fluent in English and Chinese (Mandarin)
- **Software Engineering Skills:**
 - **Frontend (H5):** React, JavaScript/TypeScript, HTML, CSS/SCSS, Webpack
 - **Backend:** Python, NodeJS, C/C++, Java, SQL, PHP
 - **Native:** Flutter, React Native