

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 – Sep 2024*

- Contributed to the cross-platform front-end development (**React**) for Lazada's online groceries business - RedMart; As a front-end PIC, successfully delivered several major business projects such as membership program, group buy and B2B solutions.
- Constructed front-end monitoring system for RedMart on iTrace platform, providing front-end team with issue detection abilities through performance monitoring and alert reporting. The initiative helped identify over **20** technical or business operation issues.
- Conducted first screen optimization using various performance optimization techniques, managed to reduce the homepage loading speed to **1.5s** and enabled SSR and skeleton screens across the pages, greatly improving the user experience and engagement.
- Designed a highly-customizable popup component with cross-platform support, featuring alert fatigue settings, user targeting and priority setting; utilized in numerous promotion campaigns, feature announcements and voucher distributions.
- Contributed to building a business data platform on a low-code platform. Streamlined A/B testing with automatic result analysis and customizable dashboards, accelerating decision-making process and driving data-driven strategies. It facilitated over **70** experiments since its launch.

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

- Collaborated on developing and optimizing identity processes for Autodesk's web products.
- Integrated an **.NET** based SSO app with **AWS Secret Manager** to enhance codebase security.
- Constructed a staging environment for a **React**-based account management portal, enabling developers to preview the UI across multiple repositories. Integrated a CI/CD pipeline with **Jenkins** and utilized **JFrog** and **AWS ECR** for image management and hosting.

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 modern travel applications.
- Designed and developed an **Android** application using **Flutter**, **Firestore**, and Wikitude AR SDK, enhancing the navigation experience for travellers at local attractions.
- Integrated Google's geo-location services for real-time navigation, utilized **Google Cloud Platform** for efficient data storage and processing, and incorporated image recognition into the app.

SKILLS

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