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## FULL STACK SOFTWARE ENGINEER GOOGLE DEVELOPER NANODEGREE SCHOLAR

15 years full time working experience with start-ups & multinational corporations,  
Lexmark, Mercer & Oracle. Creative thinker; Attentive to detail; Lifelong learner

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### PROFESSIONAL SKILLS

- ♦ React.js, TypeScript, Hooks, Redux, GatsbyJS, Contentful, Storybook, Sass, Git, Jest, Cypress, JavaScript, Responsive Design, GraphQL, API/JSON, RESTful API, Ruby on Rails, Node.js, Optimizely, A/B testing
- ♦ Data Analytics, Business Analysis, Data Reporting, Salesforce, ArcGIS, Oracle Database / BI

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### PROFESSIONAL CERTIFICATIONS

- ♦ San Diego State University - Advanced Certificate in Web and Mobile Applications Development (2019/2020)
- ♦ Google Mobile Web Specialist Nanodegree (2018)
- ♦ UC San Diego Extension - Full Stack Web Development Methods (2017)

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### PROFESSIONAL EXPERIENCE

#### LANDING

Aug 2020 – Present

##### *Software Engineer, Front End*

Build and scale a world-class web application and experience using React, TypeScript, Next.js and more.

- ♦ Develop features and improvements to the Landing product in well-tested and performant way
- ♦ Craft code that meets internal standards for style, maintainability, and best practices for a high-scale web environment. Maintain and advocate for these standards through code review
- ♦ Consistently ship features and improvements with minimal guidance and support from other team members

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#### HOUSECALL PRO

Nov 2017 – Aug 2020

##### *Software Engineer II (Sept 2020 – Present)*

##### *Software Engineer I (Mar 2020 – Sept 2020)*

##### *Software Engineer (Nov 2017 – Mar 2020)*

Solid experience building responsive single page applications using React, Redux, Hooks, ES6 and more.

- ♦ Architect and implement entire web product from Ruby on Rails / ReactJS hybrid to ReactJS SPA
- ♦ Implement a fully customizable content management system with Node.js, Gatsby, Contentful & Netlify
- ♦ Develop unit testing, perform code reviews, refactor code and mentor other engineers
- ♦ Increase conversion rates with SEO optimization + A/B Testing

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#### UNIVERSITY OF CALIFORNIA SAN DIEGO – SCHOOL OF EXTENDED STUDIES AND PUBLIC PROGRAM

Jan 2017 – Nov 2017

##### *Full-Stack Web Developer Trainee*

- ♦ Technologies acquired: React.js, Git, Heroku, HTML5, CSS3, Bootstrap, Responsive Design, JavaScript, jQuery, API/JSON, RESTful API, MySQL, Ajax, Node.js, Express

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**LEXMARK INTERNATIONAL, INC.****Sept 2014 – Oct 2015*****Business Operations Manager, Asia Pacific and Japan***

- ♦ Business Planning | Financial Analysis | Sales Operations
  - Current Qtr, Forward Qtr Business Planning, Trending & Analytics (Hardware + Supplies)
  - Plan Outlook Management (Asia Pacific, Global Business Reporting) and Pricing Analysis

**Achievements**

• 2014 Top SMB Revenue Growth GEO (Asia Pacific)	• 2014 Top SMB Quota Attainment GEO (Asia Pacific)
• 2014 Top SMB Revenue Growth (India)	• 2014 Top SMB Quota Attainment (India)

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**WOOD MACKENZIE****2010 - 2014*****Upstream Data Analyst***

- ♦ Maintain the integrity and currency of the regional database, related maps and data integration to produce high-quality research and analysis
- ♦ Ensure a high degree of data integrity and consistency in the upstream database, and between the database, maps, core products and new products
- ♦ Create and execute database queries. Provide business intelligence for research, client queries and consulting projects

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**MERCER (SINGAPORE) PTE LTD****2006 - 2010*****Global Data Analyst***

- ♦ Develop, train and put in place regional and local data management teams
- ♦ Ensure global data standards are established and met for consistent data and reporting throughout a global customer relationship management system
- ♦ Engage regions to finalize and operationalize data management processes

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**ORACLE CORPORATION (S) PTE LTD****2005 - 2006*****Analytics Specialist***

- ♦ Provide data consultation for strategic projects in the APAC region
- ♦ Utilize data extraction and analysis tools, and gather and analyze data to ensure compliance with data management standards and data quality metrics
- ♦ Handle demand generation, lead management campaign, data extraction and post-campaign analysis

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**PORTFOLIOS****VRooms – Virtual Reality for Real Estate**

- Full stack project using ReactJS, Node.js, Express, Mongoose ORM, GET/POST, A-Frame
- Project manager for a group of 4
- <http://v-rooms.herokuapp.com/>

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**Jobba – Job Search Aggregator Portal**

- Aggregates job search results from several jobs APIs
- Project manager for a group of 4
- HTML5, CSS3, Materialize CSS, JavaScript, jQuery, Firebase, Ajax, API/JSON
- <https://novialim.github.io/jobba/>

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**EDUCATION****Singapore University of Social Sciences, BSc (Honours) Information Technology and Business, 2008**(Major: **Information Technology** and Business)**Grade / GPA: A- / 3.5 Second Upper Honours**

Ngee Ann Polytechnic, Diploma in Information Technology, 2003

(Major: **Software Engineering**)