

# KaiYun Cheng

+1 978-998-0265

tanyacheng@gmail.com

## Frontend Engineer / Frontend Developer

Greater Boston, MA, 01907

Portfolio: <https://kaiyuncheng.github.io/portfolio>

Linkedin: <https://www.linkedin.com/in/kaiyuncheng>

### SUMMARY OF QUALIFICATIONS

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- With over 8 years of UI design experience and 3+ years in front-end development, I possess a keen eye for detail, crafting pixel-perfect web layouts.
- **Independent Developer** - Armed with strong coding skills, I am adept at independent development and problem-solving, complemented by seamless collaboration and communication within a team.
- **Fast Learner** - I have a keen enthusiasm for learning, constantly seeking new knowledge and embracing new challenges.

### SKILLS

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#### JavaScript / TypeScript:

Proficient in React / React hooks  
Next.js / Redux / React Router  
React Hook Form / Yup / Chart.js  
Vite / Vue.js / jQuery  
ESLint standards adherence

#### Web Layout:

Proficient in HTML / CSS  
RWD / Styled Components  
Tailwind CSS / SASS / SCSS  
Material UI / Bootstrap  
Lottie Motion / Figma / UI

#### Others:

Node.js / Express.js / MongoDB  
RESTful API / GraphQL  
SEO / GA4 / Accessibility  
Git Flow / Agile  
Firebase / Websocket

### RELATED WORK EXPERIENCE

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#### Frontend Developer - BabyHome (Taipei, Taiwan / Hybrid) Feb 2022 - Dec 2023

- Maintained and refactored code to enhance SEO, structure, and overall performance. Contributed to achieving a notable improvement in the official website's Lighthouse scores, reaching 95%.
- Developed reusable templates and a backend platform for websites featuring article collections and questionnaire forms.
- Successfully executed the development of multiple interactive event sites, incorporating motion effects using React and TailwindCSS.

#### Frontend Developer - Business Today (Taipei, Taiwan) Nov 2020 - Feb 2022

- Played a key role in redesigning and re-developing one of the main brands' website which increased page views significantly. <https://thebetteraging.businessstoday.com.tw/>
- Participated in the new features development and maintenance of various projects, including main websites, integration of the member login system, and the creation of new special event websites.
- Collaborated with fellow developers to establish and adhere to coding standards.

#### Freelance Designer - Personal Design Studio (Remote) Jul 2010 - Feb 2022

- Offered UI design services for both websites and apps.
- Successfully completed projects in collaboration with various government agencies and renowned companies in website and app design.

#### Product Designer - OceanMAX (Taoyuan, Taiwan) Jul 2012 - Jul 2014

- Responsible for the UI/UX design of OceanMAX E-commerce and branding website.
- Contributed to the development and design of various diving equipment, resulting in the successful launch and presentation of multiple products at international diving exhibitions.
- Individually managed the end-to-end process, from design to market release, for the Rook Knife project, which received recommendations from the renowned scuba diving magazine, Scuba Diving.
- Engaged in graphic design for the company's brand, encompassing product packaging and booth design for the American Diving Expo.

#### Visual Designer - OZAKI (Taipei, Taiwan) Jul 2010 - Jul 2011

- Responsible for iOS app UI design in product-related projects.
- Played a key role in designing UI for the O!care Wireless Camera App, which received the prestigious Red Dot Design Award.
- Redesigned the product packaging, resulting in a 10% increase in company sales.
- Planned and designed promotional videos for brand image, showcased at the Consumer Electronics Show (CES) in the United States.

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## OTHER WORK EXPERIENCE

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### **Underwater Photographer** – *Indepth Video & Photography (Port Douglas, Australia)* Jul 2018 – Apr 2020

- Primarily responsible for underwater video shooting, recording, and post-production editing, as well as graphic design.
- Demonstrated the ability to work independently, leading to a significant 15% increase in sales within 6 months. The improvement is attributed to the high-quality video production delivered.

### **Scuba Diving Instructor** – *Park Hyatt / Four Seasons / eOcean (Maldives / Okinawa, Japan)* Jul 2014 – Feb 2018

- Engaged in collaborative work and teaching with individuals from diverse backgrounds and cultures.
- Demonstrates strong leadership and collaboration skills, with a specific emphasis on scuba diving instruction and leading a team of 1-2 assistants.

## EDUCATION

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### **B.A. Industrial and Product Design**

*Shih Chien University (Taipei, Taiwan)* Sep 2006 – Jun 2010

- Young Designers' Competition Bronze Award
- ICT Toy Design Competition Merit Award
- Final project "Croco Blocks" was featured in the magazine "ARCH" and the book "Design 100 cool"
- Graduated with a Special Talent Award

## LANGUAGES

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English (Professional Working)

Chinese Mandarin (Native)