

# Yannick Lin (Jyun-Ji Lin), Web Developer

## Contact Information

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Nationality: Australian Citizen, Taiwanese

## Professional Summary

Accomplished Web Developer with over a decade of experience in designing, implementing, and optimizing web solutions. Specialized in both frontend and backend development with extensive knowledge in cloud services, SEO, and eCommerce platforms. Known for delivering projects that improve performance and user experience, with strong skills in project management and cross-functional team collaboration.

## Skills

- **Frontend Development:** ReactJS, Dart-Sass, Webpack, Vite, HTML5, CSS3, JavaScript/TypeScript
- **Backend Development:** PHP (Laravel), NodeJS, RESTful APIs
- **CMS & eCommerce Platforms:** WordPress + Advanced Custom Fields (ACF), PrestaShop, Magento
- **Cloud & DevOps:** AWS (CloudFormation), Azure (DevOps), BinaryLane VPS, CloudFlare Workers/Pages with Terraform
- **SEO Optimization:** Core Web Vitals, Schema Markup, Google AMP, SEO audits
- **Mobile Development:** IONIC (Angular), Native React
- **Database:** RDBMS design, implementation, maintenance; T-SQL, Stored Procedures

## Education

- **Master of Information Technology**, James Cook University, 2011-2012
- **Master of Technology and Innovation Management**, University of Queensland, 2009-2010 (Major in Biotechnology)
- **Bachelor of Business Administration**, National Taiwan University, 1996-2000 (Major in Operation Research Simulation and Logistic Management)

## Certifications and Memberships

- AWS Certified: Solutions Architect – Associate, AWS Certified: Developer – Associate
- AWS Certified: Machine Learning – Speciality
- Microsoft Certified: Azure AI Fundamentals
- Member, Australian Web Industry Association (ID 2830)
- ITIL Foundation v2011
- Project Management Professional (ID 1251514), PMI USA
- Google Analytics Certified / Bing Ads Accredited Professional



## **Professional Experience**

### **CompareTheMarket Australia, Brisbane, Queensland**

#### **Software Engineer**

*October 2020 – Present*

- **Portal Enhancement:** Enhanced the legacy CTM AU portal (around 2K+ pages and posts) by leveraging a fully customized WordPress theme with ACF Pro, speeding head pages loading from 6 seconds to less than 3 seconds.
- **New Portal Development:** Led the integration (500+ pages) of a new, more efficient WordPress-based portal for CTM AU, significantly enhancing site functionality and user experience.
- **Performance Optimization:** Conducted in-depth research and implemented performance optimizations, achieving high Google CWV scores. Developing local K6 testing framework and conducted series of performance analysis of simulation with CloudFlare Pages with STAPE.IO for GTM optimized.
- **SEO/WordPress Management:** Handled all SEO-related requests, ensuring WordPress sites meet high-performance standards and optimize for search engines. Manage schema markup, SEO metadata with expanded ACF Pro.
- **Accelerated Mobile Pages Compliance:** Upgraded the legacy portal to meet Google AMP requirements, enhancing mobile performance.
- **Static Site Generation:** Using Python/Scrapy to generate static site with published pages and ensuring all metadata and relevant assets are crawled correctly.
- **Custom ReactJS Modules:** Developed custom ReactJS modules, including a Map Editor and Home Loan Interest Rate Search, enhancing site interactivity and user engagement.
- **CloudFlare Services:** Utilized CloudFlare Worker (CFW) with Pages and KV to manage static site serving, enterprise-level rerouting, cookie management, script injection, and threat analysis, improving site security and performance.
- **Security & AWS DevOps:** Spearheaded AWS DevOps solutions, optimizing RDS (MySQL) upgrades and resolving mojibake issues, also enhancing security with AWS Linux 2023 upgrade via CloudFormation nested templates, also gaining side benefits of cost saving (thousands of US dollars annually) and site performance boost.
- **Initiative Investigations & Implementation:** the adoption of Google Web Stories, UK visitors rerouting, trails on CloudFlare Workers/Rules/Snippets for bulk-redirects, MFA introduction and several critical system incidents solving.

### **FlameStop Australia, Brisbane, Queensland**

#### **Web Developer**

*November 2017 – October 2020*

- **Server and Database Management:** Oversaw web and database servers on BinaryLane, ensuring reliable sync with JIWA and Salesforce.
- **eCommerce Development:** Built and maintained eCommerce platforms for FlameStop AU and Viking NZ, enabling customers to access orders and check product prices.
- **Advanced Pricing System:** Developed a complex pricing matrix for 2,000+ customers and 6,000+ products, incorporating tier-grouping and period-effective rules.
- **Data Sync and Automation:** Automated customer account management with Salesforce integration, enhancing data accuracy and efficiency.
- **Report Generation:** Created automated/manual PDF/CSV price lists and sales reports with customer-specific details.
- **ElasticSearch Integration:** Implemented ElasticSearch to improve product search functionality.
- **Website Migration:** Migrated websites from GoDaddy to BinaryLane VPS, and established GitLab for collaboration.

## **Freelance Projects**

*June 2014 – October 2020*

Developed Moodle-based learning platforms and bilingual websites, and created cross-platform mobile apps using IONIC and WordPress REST API. Implemented effective marketing strategies, conducted competitive analysis, and performed SEO audits to enhance online presence and improve website rankings.

## **Elites Wave (EU Group), Brisbane, Queensland**

### **ICT Manager / Business Analyst**

*December 2013 – January 2015*

- **Flagship Store IT Setup:** Established IT infrastructure for Ubermen flagship store, including surveillance, intrusion alarm systems, VEND POS, inventory system, and network layout.
- **Magento Implementation:** Set up Magento on AWS EC2 with various third-party add-ons.
- **Business Strategy & Process Improvement:** Conducted SWOT analysis and shifted business strategy towards website customization services. Set development SOPs, with various fields like content management, security, and backup.
- **Website Development:** Developed websites using PyroCMS and WordPress for various client needs, including eCommerce, event management, and multilingual translation.

## **Global Unichip Corp., Hsinchu, Taiwan**

### **Operation System Support Engineer**

*July 2007 – September 2008*

- Developed SOPs and specifications for Oracle ERP implementation across multiple departments.
- Created sales forecast reports using Excel VBA, improving prediction accuracy.
- Streamlined daily operations to enhance production efficiency and standardized product item codes.

### **Production Planner**

*June 2006 – June 2007*

- Managed material planning, inventory levels, and coordinated pilot manufacturing schedules.
- Oversaw operations for international customers and subcontractors.

## **United Microelectronics Corp., Hsinchu, Taiwan**

### **Industrial Engineer (Fab8E)**

*February 2004 – June 2006*

- Conducted studies to improve factory performance and standard cycle times.
- Developed simulations for capacity planning and resource allocation.
- Implemented a usage monitoring system and internal web portal for better data analysis.
- Managed departmental database and operating system servers.

## **A2 Automation Inc., Taipei, Taiwan**

### **Consultant**

*May 2002 – February 2004*

- Led the Taiwan team and served as the main technical contact for clients.
- Designed and developed project management systems for Ford USA and local clients using ASP 3.0 and MS SQL Server.