YUE RONG

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EDUCATION

Maynooth University, Kildare, Ireland   *Sep. 2025 – June. 2027*
Master in Computer Science (Applied)

Maynooth University, Kildare, Ireland   *Sep. 2024 – June. 2025*
Higher Diploma in Science (Software Development)   **1st Class Honours**
Relevant Modules: Databases CS130, Computer Systems CS144, Algorithms & Data Structures 1 CS210, Software Testing CS265, Mobile Application Development CS385, Structured Programming CS620C, Algorithms & Data Structures 2 CS211, Web Information Processing CS230, Software Project CS353C, Object-Oriented Programming CS627B, Work Placement Preparation CS633.

Shenyang University, Shenyang City, China   *Sep. 2012 – July. 2016*
Bachelor of Arts in English Major   ***GPA: 3.419*/4**

TECHNICAL SKILLS

- **Programming Languages/Tools:** TypeScript, JavaScript, Git & GitHub, Jira, Figma
- **Web Development:** React, Next.js, Tailwind CSS, HTML, CSS
- **Database Development:** Firebase (Auth, Firestore, Storage), MySQL

WORK EXPERIENCE

Web Developer   *Jun.2025 – Sep.2025*
Babylon Radio
- Built reusable **React** components for feedback and chat media features (e.g., image upload, preview, undo, encryption), and integrated them into user and group chat interfaces.
- Developed RESTful APIs in **Next.js** for group chat with encryption and reply threading.
- Leveraged **Firebase** Firestore for real-time data and built serverless backend logic with Firebase Auth to support chat and marketplace features.
- Implemented real-time data synchronization using async/await patterns while ensuring atomic updates. Created efficient **API-driven** queries for aggregating user feedback data with support for concurrent operations and real-time updates.
- Applied encryption to chat messages and media URLs before storage, and implemented role-based access control for group chat and feedback features.
- Built intuitive media upload and preview features in chat, with undo support; rendered images in chat UI and designed modals and feedback bars for clear, actionable user feedback.
- Used **TypeScript** for type-safe frontend and backend code, reducing errors. Coordinated media messaging implementation across 17 files, resolved merge conflicts, and integrated team feedback.

Google Ads & Google SEO   *Sep. 2023 – Aug.2024*
Netvue Technology Co. Ltd. https://www.birdfy.com/
- Conducted A/B testing among Google ad campaigns in copywriting, creatives, products, regions, and audience that significantly increased the overall conversion rates.
- Utilized tools like Google Analytics to track website traffic, user behavior, and search rankings, reporting to leaders on advertising performance and market insights.
- Allocated and scaled advertising budgets across channels, like Google ads, Meta ads, and TikTok ads.

Digital Marketing Officer   *Feb. 2021 – Sep.2023*

Hangzhou Hibobi Technology Co., Ltd. https://m.hibobi.com/

- Designed and executed TikTok advertising strategies to enhance brand visibility and drive sales.
- Created Google ads and Meta ads campaigns, analyzed audience insights, and boosted engagement and conversions.
- Mined data from traffic analytics platforms to understand user intentions, improve website navigation, reduce bounce rates, identify potential products, enhance user experience, etc.

PROJECT EXPERIENCE

Medicine Management Application (MedHappy)   *Jan 2025 - Apr 2025*

Maynooth University CS353 Software Team Project

- Designed Figma wireframes using reusable components and brand colors for consistency, and refined designs based on team feedback to improve user experience.
- Built dynamic **React** components (ViewReminder, MedicineDetails) using useState/useEffect hooks, controlled forms, and collapsible UI elements with real-time state updates.
- Implemented async Firebase REST API functions with error handling for medication CRUD operations.
- Implemented user authentication with Firebase Auth.
- Utilized Firebase(**Google Cloud Platform services**) Realtime Database for scalable and efficient cloud-based data storage.
- Developed a cloud-hosted backend to support real-time data synchronization across multiple devices.
- Configured GitLab **CI/CD pipeline** to automate testing, build, and deployment.
- Structured real-time medication data in Firebase, enabled secure user access, and implemented date-based filtering.
- Collaborated in a Scrum team using Git for version control and Jira for task tracking participated in daily standups, bi-weekly sprints, code reviews, and retrospectives.

HONORS

University-level Second Prize Scholarship in 2013 and 2014   *2013-2014*
College-level Second Prize of English Drama Performance   *2015*
Excellent Graduation Thesis   *2016*