

# LUKE ZHU

0424301118 · lukezhu1993@gmail.com

Permanent Resident

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## PROFILE SUMMARY - FULL-STACK ENGINEER

Technically adept full-stack developer with 5+ years of experience in designing, developing, and deploying scalable web applications. Specialized in React, Next.js, Node.js, and AWS, with expertise in building high-performance eCommerce platforms, optimizing SEO, and integrating CI/CD pipelines. Passionate about creating intuitive UI/UX experiences and writing clean, maintainable code.

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## KEY AREAS OF CAPACITY

### FRONTEND DEVELOPMENT:

- Proficient in HTML, CSS, JavaScript (ES8+), and TypeScript
- **React.js SPA** development
- State management with **Context API and Redux**
- UI frameworks: Ant Design, Material-UI
- Build tools: **Webpack, Vite**
- **Next.js** for server-side rendering and static site generation
- CI/CD pipeline integration for streamlined deployments
- SEO & Accessibility optimization

### BACKEND DEVELOPMENT:

- **Node.js** for building scalable RESTful APIs

### AGILE DEVELOPMENT:

- Strong understanding of Agile methodologies with Scrum framework

### DEPLOYMENT & CLOUD SERVICES:

- Hands-on experience with AWS (S3, CloudFront, Lambda, Route 53)
- Docker for containerization and environment consistency
- Proficient in WordPress for content-driven web solutions

### SOFT SKILLS:

- **Problem-Solving:** Skilled in troubleshooting and developing innovative, efficient solutions to software and web challenges.
- **Team Collaboration:** Proven ability to collaborate with project managers, team leads, and developers to resolve issues, implement new features, and work effectively in a Scrum environment.

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## PROFESSIONAL EXPERIENCE

**Cathy Digital Pty Ltd, Sydney, NSW**  
**Full-stack Engineer**

**06/2019 - Present**

### PROJECT NAME: UNIFYXP

#### Description:

A proprietary eCommerce platform designed for seamless shopping within the social commerce ecosystem.

- UnifyXP Portal – A merchant management platform similar to Shopify's backend, developed using React, offering modular customization, store settings (currency, region), payment gateway configuration, sales analytics, and order management
- UnifyXP Shopper – A high-performance Next.js frontend optimized for SEO, responsiveness, and seamless shopping across mobile, tablet, and desktop.

### **Key Achievements:**

- **Successfully developed & maintained L'Oréal Asia-Pacific's official eCommerce stores, improving checkout speeds by 30% and reducing bounce rates.**
- **Optimized Next.js frontend, reducing page load time by 40% for better user retention.**
- **Designed & implemented custom RBAC (Role-Based Access Control), enhancing user security and merchant control.**
- **Built a modular component library, increasing development efficiency across multiple projects.**

### **Responsibilities:**

- Led UnifyXP development, overseeing architecture design, high-quality coding, and deployment.
- Designed & optimized responsive, cross-device pages for PC, tablet, and mobile.
- **Integrated RESTful APIs & GraphQL**, ensuring efficient data communication with backend services.
- **Implemented role-based access control (RBAC)** to enhance security and user permissions.
- **Developed & maintained private NPM libraries**, improving modularity and code reusability.
- Automated testing with Jest, **React Testing Library, Selenium & BrowserStack**, ensuring high code quality and cross-browser compatibility.
- Deployed & managed CI/CD pipelines on Bitbucket and Jenkins.
- Collaborated with PMs, UI/UX designers, and cross-functional teams to align technical solutions with business goals.

**Tech Stack:** React, Redux, Ant Design, Material-UI, Next.js, Webpack, Node.js, AWS, Git, ESLint, Electronjs

## **PROJECT NAME: WORDPRESS DEVELOPMENT (JURLIQUE HK/TW & CATHY DIGITAL OFFICIAL WEBSITE)**

### **Description:**

A series of WordPress projects focused on building, maintaining, and optimizing business websites for Jurlique HK/TW and Cathy Digital's corporate site, ensuring high performance, scalability, and SEO best practices.

### **Key Achievements:**

- **Developed and launched Jurlique HK/TW's official WordPress website, improving SEO rankings and organic traffic.**
- **Integrated Google Tag Manager & advanced analytics tracking, increasing marketing efficiency.**
- **Implemented PHP-based MVC pages, extending WordPress functionality with reusable modules.**
- **Optimized server-side rendering, reducing page load times by 50%.**

### **Responsibilities:**

- **Developed, customized, and maintained WordPress-based websites for Jurlique HK/TW and Cathy Digital.**
- Built dynamic MVC-based pages using PHP, leveraging various WordPress libraries and plugins to extend functionality.
- Integrated Google Tag Manager (GTM) and Tag Container to improve SEO tracking and marketing insights.
- Implemented a fully responsive, mobile-friendly design, ensuring optimal user experience across all devices.
- Optimized page performance and loading speed, improving engagement and search engine rankings.

### **Tech Stack:**

- Development: PHP, Bootstrap, JQuery, MySQL
- SEO & Analytics: Google Tag Manager, Tag Container

**PROJECT NAME: WEBEX TESTING TOOL REACT SINGLE PAGE APPLICATION /  
PURECLOUD TELEPHONE TEST**

**Description:**

Webex Testing Tool is a web application developed for Telstra's testing team, enabling automated testing for Cisco Webex telephone systems and PureCloud cloud communication systems.

**Key Achievements:**

- Successfully modernized the legacy system, improving maintainability and scalability.
- **Adopted TDD, enhancing code reliability and reducing bugs.**
- The tool is actively used by Telstra's largest testing team to automate daily testing tasks, significantly increasing efficiency.

**Responsibilities:**

- Migrated a tightly-coupled MVC architecture (Express.js + EJS) into a React.js Single Page Application (SPA) with a standalone RESTful API.
- Implemented the React.js frontend, utilizing Redux and Reselect for state management and React Hooks for performance optimization.
- Developed unit tests for React components, following a Test-Driven Development (TDD) approach.
- Collaborated with backend developers to design and implement RESTful API services.
- Created unit tests for RESTful APIs using Chai and Mocha.

**Tech Stack:**

- Frontend: React.js, Redux, Reselect
- Backend: Node.js (Express.js + Mongoose)
- Messaging Queue: RabbitMQ

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**EDUCATION**

• **MASTER OF INFORMATION TECHNOLOGY**

University of New South Wales / Graduation Year: 2018

• **BACHELOR OF COMPUTER SCIENCE**

China Jiliang University / Graduation Year: 2016

GPA:3.3

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**REFERENCES**

References upon request