

Michelle LER Hsin Yee

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Summary: I'm a versatile and self-aware professional with a background in full-stack development, automation, and cross-functional team leadership. I'm highly committed to delivering quality work while continuously learning and growing within a meaningful company.

Technical Expertise

- Skills: Full Stack Web Development, Automation, Microsoft Excel, Data Visualization, Project Management, Customer Service
- Programming Languages: PHP, Javascript, JQuery, Java, HTML, CSS, SQL, Python
- Framework: Laravel, Ruby on Rails, React
- Database & Cloud: MySQL, AWS S3, BigQuery
- Tools: Jira, Asana, Notion, Postman, Zendesk

Micro Builders Association, Singapore (MBAS)

Industry Developer Executive

Jun 2023 - Aug 2024

Responsibilities:

- Led the development of the LEAD programme (i.e. BuildTrust, a construction quality assessment scheme) in terms of project plans and timelines, ensuring alignment with the objectives from Enterprise Singapore.
- Established strategic partnerships with Building & Construction Authority and trade associations to develop and implement industry-wide quality standards.
- Created and presented detailed reports on project progress, issues, and risks to stakeholders, facilitating informed decision-making and taking minutes for meetings.
- Worked closely with the development team to generate process documentation and map out process flows and provide actionable recommendations to the developers to resolve them.

Achievements & Recognition:

- Designed the certification program manuals of BuildTrust.
- Successfully onboarded more than the targeted KPI's number of construction managers and independent assessors for BuildTrust via cold calling and organised all training sessions.
- Successfully led development until the launch of BuildTrust through process documentation and workflow mapping, resulting in standardised operational procedures and improved efficiency.
- Successfully coordinated with different departments to launch the BuildTrust scheme within its delivery period to the public with the invitation of the Minister to officiate the scheme.

StashAway Malaysia

Client Services Executive

Feb 2021 - Mar 2023

Responsibilities:

- Deliver above-and-beyond customer experiences, rapid resolutions and resolve customer support tickets within 24 hours through WhatsApp, Google/App Store, phone call, email and Facebook across 4 different regions (UAE, Hong Kong, Malaysia and Singapore).
- Good understanding of financial products, admin system processes, banking and fund movements.

Achievements & Recognition:

- Successfully designed and implemented process improvements by implementing automated call lists which reduced the daily task time by 2 hours among the team of ~50, enhancing efficiency and customer satisfaction.
- Streamlined over 200 ticket reply macros and created comprehensive training materials, improving team efficiency and response consistency.
- Successfully bridged the gap between project managers and customer service team by proactively resolving first-line technical issues, reducing escalations, and streamlining issue prioritisation.

AppAsia

Web Developer

Aug 2020 - Jan 2021

Responsibilities & Achievements:

- Collaborated with Product Manager to implement targeted Google Ads campaigns across local newspaper websites, driving measurable traffic growth.
- Developed and integrated real-time currency converter functionality and 100+ text-to-speech audio files for news articles, increasing website engagement.

Kaodim Malaysia

Data Analyst Intern

Jan 2020 - July 2020

Responsibilities & Achievements:

- Worked on large sets of data and improved queries for fulfillment performance tracking in SG region.
- Developed a chatbot with the data engineering team to help improve the efficiency of customer service speed and to increase sales in 1 out of 5 customers.
- Analysed and managed personalised campaigns to incentivise our vendor's productivity and impact on the company's growth strategically as a country analyst.
- Lead and strategise actionable marketing campaigns with Singapore's Operations Team Lead to increase in fulfillment rate of our top 3 services.
- Conducted research on competitor pricing and moderated pricing for rates of services.
- Researched on different methods on improving services and pricings such as collection, payment, completion, payouts, etc.

Digi-X

Software Developer Intern

Jun 2017 - Aug 2017

Responsibilities & Achievements:

- Involved with the development of iJual (an e-commerce application), using React Native to develop, integrate and test the application.

Education

Taylor's University, Selangor, Malaysia

Aug 2017 - Aug 2020

Bachelor's in Computer Science

- CGPA 3.88 - Top 10% in cohort. Awarded Dean's List every semester.
- President of Agents of Tech (Coding Club) in 2018 - curate basic to advanced industrial level experiences (i.e industrial talks, workshops, and peer learning sessions).

NEXT Academy

Mar 2017 - May 2017

Ruby on Rails Full Stack 8 Weeks Bootcamp

- Scholarship student

Language Proficiency

English (Advanced), Mandarin (Intermediate), Malay (Intermediate), Korean (Basic), Cantonese (Basic)

Courses Attended / Side Achievements

- Completed a Full Digital Marketing Course (Google Ads, Facebook, Instagram, Youtube) by Cloud Media Academy 2022
- Coding Bootcamp Mentor for TeenEdge - Mentor and share experiences with ~100 children, young teens and adults on programming basics
- Organiser of Rails Girls Kuala Lumpur (Women in Tech community) - Co-organise, mentor, and design campaigns for email and social media. Main organiser of Ruby on Rails Beginners Workshop 2018