

Lester Yiu

lesteryiu.com | 613-263-8868 | lester.ws.yiu@gmail.com | [LinkedIn](#) | <https://github.com/LesterYiu>

SKILLS

Languages: HTML5, CSS, JavaScript (ES6), Python, MATLAB, SQL, PostgreSQL, AMPscript

Libraries & Frameworks: React, NextJS, Tailwind, SCSS/SASS, jQuery

Developer Tools & Software: Contentful, Hygraph (GraphCMS), Builder.io, Firebase, Cloud Firestore, GitHub, Git Tower, Salesforce Marketing Cloud

EXPERIENCE

Marketing Automation Developer

Sep. 2022 – March. 2023; Dec 2023 - Currently

BMO

Ottawa, ON

- Developed responsive and cross-browser friendly emails using HTML, CSS and AMPscript for over 15 million BMO clients.
- Initiated the creation of detailed and user-friendly onboarding documentation for new developers, leading to a significant increase in the efficiency of their integration into the team.
- Liaised with several stakeholders (marketing managers, data leads, other internal teams) to optimize, develop, and deploy email campaigns and automated programs.

Front-End Developer

Mar. 2023 – Nov. 2023

Cursor

Ottawa, ON

- Collaborated effectively with multiple developers and QA team members in utilizing content management systems such as Hygraph (GraphCMS) and integrating them with Next.js and React to create robust and scalable web applications, ensuring timely delivery and high-quality standards.
- Contributed significantly to developing web applications that met tight deadlines for clients by utilizing agile development methodologies, prioritizing tasks effectively, and working closely with the team to ensure timely delivery while maintaining high-quality standards.

Mentor

July. 2022 – July 2023

Juno College of Technology

Toronto, ON

- Reviewed and provided constructive feedback on student projects, ensuring code readability and adherence to industry standards, resulting in improved quality and professionalism of the work produced.
- Provided direct guidance and support to students in front-end development during in-class hours, resulting in increased comprehension and proficiency in the subject matter.

PROJECTS

Take Root | *Contentful, NextJS, React, JavaScript, HTML5, CSS3, Tailwind, Figma, GitHub, Git*

- Utilized content management systems (CMS) such as Contentful and integrating them with modern frontend frameworks such as React and Next.js for building dynamic and responsive web applications.
- Implemented Next.js with React to optimize website performance and user accessibility, leading to a substantial improvement in search engine optimization.
- Leveraged Tailwind CSS framework to create visually appealing and complex designs for the client's web application, ensuring both optimal performance and user experience.

Habit Rabbit | *React, JavaScript, Cloud Firestore, HTML5, CSS3, SASS/SCSS, Figma, GitHub, Git*

- Connected the front-end user interface to the back-end, NoSQL document database to efficiently store and manage user data, and implemented user authentication, incorporating Google Sign-In and Email/Password sign-in methods for enhanced security and user convenience.
- Created & translated wireframes into WCAG 2.0 AA & W3C compliant code using React resulting in an application that is assistive technology / keyboard friendly.

EDUCATION

Juno College of Technology

Toronto, Canada

Web Development Immersive Bootcamp

April 2022 - July 2022

Toronto Metropolitan University

Toronto, Canada

Bachelor of Science, Chemistry

Sep. 2020 - July 2022

- Quickly adapted to new back-end programming concepts and languages such as MATLAB and Python to create chemist-facing tools with code readability in mind.