

Tingyun (Anna) Cheng

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PROFESSIONAL SUMMARY

- Software Engineer with 4 years of full-stack experience and a 7-year background in digital marketing, specialising in building user-centric and visually engaging digital products.
- Strong in UX-driven development, with experience in data-driven UX research and UI redesign initiatives resulting in a 45% increase in user satisfaction scores.
- Experienced in collaborating with cross-functional teams across product, design, and business to deliver scalable and innovative solutions.
- UK Youth Mobility Scheme visa holder with full working rights until April 2028 (no sponsorship required).

WORK EXPERIENCE

adHub, Inc. (Digital Marketing Agency)

adHub is Taiwan's leading marketing agency focused on SMB. Having official partnerships with Meta and Google, we help clients scale and optimise their marketing strategies.

Senior Software Engineer (Full-stack); Jul 2021 - Oct 2025 (Promoted as a Senior in Aug 2024)

Skill: JavaScript, React, PHP, Laravel, SQL, Agile Development (Scrum)

- Engineered a client-facing application using RESTful APIs, reducing manual processing time by 90% and enabling a lean operations team to reliably support 1,000+ active clients.
- Led a complete UX/UI system redesign resulting in a 45% increase in user satisfaction scores by optimising information architecture and visual hierarchy.
- Architected a comprehensive base UI component library and standardized design building blocks, reducing redundant frontend development by 30% and ensuring cross-page visual consistency.
- Collaborated directly with cross-functional teams and aligned stakeholder requirements with technical constraints to architect scalable solutions, cutting requirement-to-implementation time by 20%.
- Promoted to Senior for delivery excellence and leadership; mentored 3 developers and standardized the onboarding and code review process to enhance team productivity and code maintainability.
- Developed a data-driven feedback loop by designing and implementing user interaction event tracking; synthesized with SQL database analytics to drive product roadmap decisions.

Product Marketing Manager; Dec 2017 - Jul 2021

Skill: Meta Ads, Google Ads, Google Analytics, Google Tag Manager, MarTech Tools

- Translated executive strategies into a case study and self-produced video, securing the Golden Award for Best Programmatic Buying at the Digital Singularity Awards in 2018.
- Orchestrated 5+ large-scale offline events (1,000+ participants) while directing data-driven digital campaigns via MarTech tools, optimising performance to reach 10,000+ potential customers.
- Built responsive websites using WordPress and designed motion graphics, strengthening brand identity and streamlining the sales communication process.

Sunbird Software, Inc. (DCIM)

Software Engineer (Java, Part-time); Jan 2026 - present

Skill: Java, SpringBoot, jOOQ, PostgreSQL

- Refactoring legacy Hibernate Query Language(HQL) implementations to jOOQ, enhancing type safety, query execution reliability, and maintainability in a high-performance PostgreSQL environment.
- Authoring integration tests within a Spring Boot architecture to ensure backend service stability.

EDUCATION

MS in Computer Science, National Cheng Chi University; Sep 2025 – present

Curriculum: Software Engineering, Intelligent System, Human-Computer Interaction

- Modules: GenAI Application Systems and Engineering, Natural Language Processing, Database System
- Achieved A+ grades in all first-semester modules
- Award: Received Academic Achievement Award (Autumn 2025)

Module: Web Search and Mining, Autumn 2025 (Grade: Passed with A+)

Skill & Tech: Python, Information Retrieval, RAG System, Developer Experience

- Spearheaded a team of four in architecting a text-based RAG system, orchestrating agentic retrieval workflows and router-based query planning to earn Second Prize out of seven groups.
- Leveraged full-stack expertise to build custom visualization tools that streamlined complex data analysis, accelerating the team's evaluation and iteration cycles by 80%.

Module: Seminar on Human-Robot Interaction and Human-AI Interaction: Theories and Research, Autumn 2025 (Grade: Passed with A+)

Skill & Tech: Node.js, JavaScript, Human-AI-Interaction(HAI) Research

- Engineered a simulated command-line AI agent to investigate AI-mediated emotional interaction and user behaviour for research.
- Conducted user studies revealing that the with emotional agent in command-line, significantly increased users' sense of achievement and emotional engagement during tasks.

BFA in Design, National Taiwan Normal University; 2013 – 2017 (GPA: 3.96/4.3)

Curriculum: Industrial Design, Design Strategy, Business Administration

- Key Module: Web Design (A+), Universal Design (A+), Service Design (A+), Statistics (A+)
- Award: Academic Achievement Awards (Autumn 2015 & Autumn 2016), Bronze Award in Product Design (University Department Exhibition, 2014)

SKILL

Language: JavaScript (ES6+), TypeScript, Python, PHP, Java, SQL

Frontend: React, HTML5/CSS3, TailwindCSS, Material UI

Design & Research: UX Research, UI Design, Figma, Motion Graphics, Interaction Design

Backend & Database: Laravel, Node.js, Spring Boot, PostgreSQL, MySQL

AI System Engineering: RAG Pipelines, Information Retrieval, LLM Integration

DevOps & Workflow: Docker, CI/CD, Git, Linux, Agile (Scrum)

LANGUAGE

Native: Mandarin (Taiwan)

Proficiency: English, Korean

Intermediate: Japanese