


ZACK LIM ZHENG QUAN


SOFTWARE ENGINEER

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ABOUT

I am a full-stack software engineer specialising in the development of user-friendly and accessible interfaces. I am passionate about leveraging my skills to build innovative solutions and streamline workflows by automating manual processes.

SKILLS

Frontend

React, NextJS, Liquid, Vite, Vue, Gatsby, TypeScript.

Backend

NodeJS, NestJS, Python, REST, GraphQL, Microservices, Bull, NextJS SSR, MongoDB, PostgreSQL.

Cloud & DevOps

AWS, GCP, Heroku, Netlify, Firebase, Git, CI/CD, Docker.

CMS & Platforms

Shopify, Shopify POS, Sanity, Contentful, Wordpress.

EDUCATION

General Assembly 2019 - 2020

Software Engineering

Murdoch University 2015 - 2017

Bachelor of Digital Media
Major in Web Communications and Public Relations

Ngee Ann Polytechnic 2010 - 2013

Diploma in Business and Accountancy

INTERESTS

Reading, Hiking, Math, Science, Conveyor Belts, Wraeclast, Crescent City.

EXPERIENCES

IRVINS (Cocoba Pte Ltd)

Staff Software Engineer (Full-stack) / Jan 2025 – Present

- Upgraded internal Staff Purchase portal with Devias 8, Vite, and MUI 7; enabled in-store staff purchases.
- Built a forecasting microservice using Python to predict production quantities, replacing manual spreadsheets.

Senior Software Engineer (Full-stack) / Jan 2022 – Dec 2024

- Launched and maintained multiple international Shopify stores (US, Taiwan, Global).
- Built and scaled a Next.js backoffice platform to manage fulfillments, campaigns, and retail operations.
- Led end-to-end migration from OctoPOS to Shopify POS; developed retail modules integrated with WMS and SAP.
- Developed various portals: Staff Purchase, Corporate Bulk Orders, Modern Trade POs, and Complaints/Compliments.
- Integrated third-party tools including Checkout.com, SingPost, J&T, DHL, Klaviyo, Afterpay, Sezzle, Firebase Auth, and Insider.
- Created promotional micro-sites for campaigns (e.g., Attack on Titan, Minions, Gudetama).
- Upgraded IRVINS Danger Club loyalty system (Node.js 12/NestJS 7 → Node.js 22/NestJS 10).
- Built internal tools like sales dashboards, QR code generators, and a "Memory" mini-game.

Software Engineer (Frontend) / Aug 2020 – Dec 2021

- Revamped e-commerce sites using Shopify 2.0 for SG, US, and international markets.
- Maintained 15 microservices (AWS Elastic Beanstalk) and 3 support sites (AWS Amplify).
- Delivered fortnightly campaign launches across storefronts.
- Modernised backoffice systems and built modules for multiple business units.

MediaOne Business Group

Software Engineer / Jan 2020 – Jul 2020

- Built a keyword prediction web app to estimate SEO rankability using data from Mangools, Moz, Facebook, and Majestic.
- Automated proposal generation using multiple APIs, streamlining the sales process.

SEO Manager / Jan 2019 – Dec 2019

- Led a team of 4 SEO specialists; consistently achieved first-page rankings on Google, Bing, and Yahoo.
- Managed 150+ concurrent SEO campaigns across industries, optimising for tailored KPIs and conversion goals.

SEO Consultant / Oct 2017 – Dec 2018

- Served as dedicated consultant for major accounts including Maybank, Guardian, and DirectAsia.
- Worked with a wide portfolio of clients: iShopChangi, CapitaLand, P&G, Singtel, The Hourglass, Duke-NUS, InterContinental, SGPGGrid, and others.

PROJECTS

Typing - A typing game that keeps track of your speed and performance and words that you have mistyped. Features different themes and keyboard layouts.

Atlas - A world map to showcase the countries and cities and points of interest I've been to, the ones I want to visit next, and the ones I'll eventually visiting.

Algorithm Sorting Visualiser - Sorting algorithm visualiser with scan and swap counters for Merge, Quick, Bubble, Heap, Cocktail, Selection, and Insertion Sort.