

JASMINE YIP

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Education

University of Southern California

Jan 2024 – May 2027

Bachelor of Science in Computer Science

Los Angeles, CA

- Presidential Half-Tuition Merit Scholarship & Viterbi Scholarship
- Activities: LavaLab Developer, USC Climbing Team

Experience

Software Engineer Intern

December 2022 – February 2023

Serato Ltd.

Auckland, NZ

- Developed core features of [Serato Visualizer](#), a video creator for DJs and music producers with 1M+ global users
- Enhanced user retention by 25% by creating a pixel-perfect, dynamic, responsive download progress page with Vue 3
- Engineered a Javascript component that accurately processes drag-and-drop files, preventing extension spoofing attacks
- Troubleshooted 5-10 issues through bug reproduction, code reviews, and regression testing using Jira for tracking

Web Developer

May 2022 – November 2022

Power Trip Ltd.

Wellington, NZ

- Led full-scale redesign & redevelopment of [powertrip.earth/](#) using HTML, CSS, JavaScript; GitHub for version control
- Leveraged Google Analytics to improve UX/UI, lifting conversion rates by 30% through data-informed iterative design
- Implemented responsive design and conducted BrowserStack testing, yielding a 25% increase in website performance
- Liaised weekly with CEO to ensure the website's design aligned with company branding, narrative, and timely delivery

Projects

Cookie AI | *Figma*

October 2023

- Designed an AI-driven tool that decomposes assignment instructions into manageable and exportable sub-tasks
- Led iterations of wireframes, flow diagrams, and high fidelity Figma prototypes, addressing productivity and task management needs of university students
- Awarded First Place at Digisoc x Atlassian Product Hackathon (2023) by a panel of product managers and designers

Mindfull | *Figma*

October 2023

- Led design of a proof-of-concept mobile app that helps people with eating disorders rebuild their relationship with food through food journalling, mood tracking, and meditation modules.
- Conducted usability tests and user research to develop and refine the app's UX/UI, ensuring intuitive user interaction
- Collaborated closely with the development team to translate the Mindfull app's design vision into actionable specs.
- Won UNSW Digital Makers Competition (2023) - Judges' Award for Social Impact from a pool of 60+ competitors.

y₀ Forum | *PHP, MySQL*

August 2022 – November 2022

- Developed an full-stack career resources platform with a complete login and register system using PHP sessions
- Wrote and optimized server-side scripts in SQL to manage complex CRUD operations using prepared statements
- Employed robust credentialing system by hashing user passwords with the bcrypt algorithm, ensuring optimal security
- Designed and executed test cases, including invalid, boundary, and expected, to identify and resolve software defects

Leadership / Extracurricular

President

March 2021 – February 2023

Wellington International Students' Association

Wellington, NZ

- Led development of website (<http://wgtnisa.org/>) and implemented effective SEO, improving online visibility by 150%
- Facilitated 20+ social events to foster connections and cultural exchange between international and domestic students
- Launched orientation and mentoring initiatives to help 200+ new students integrate into school communities
- Awarded New Zealand GirlBoss Award out of 450+ nominees for exceptional leadership and community contributions

Technical Skills

Languages: HTML/CSS, JavaScript, Python, Java, C++, PHP, MySQL, TypeScript

Developer Tools: Git, GitHub, VS Code, Figma, BrowserStack, Jira

Technologies/Frameworks: Vue.js, React.js, JQuery, Sass, PyGame