Laurence Jiang Full-Stack Software Engineer

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WORK EXPERIENCE

Full-Stack Software Engineer,
Datacom
2022 – Present

- **Career Progression:**

Graduate Software Engineer (2022–2023)
Associate Software Engineer (2023–2025)
Intermediate Software Engineer (2025–Present)
Expanded development, architecture, delivery and client consulting responsibilities.

- **Full-Stack Development & Integration:** Delivered secure, scalable enterprise frontends, backends, APIs, authentication and third-party integrations in complex client environments. Designed API-driven and event-based content, CRM, logistics and enterprise integrations, replacing manual workflows and improving data consistency.
- **Cloud, DevOps & Quality:** Applied containerisation, CI/CD, automated testing, security scanning and code-quality practices for reliable, production-ready releases.
- **Consulting & Agile Delivery:** Contributed to 10+ production solutions for 5+ global enterprises, covering requirements, architecture, estimation, development and testing.

OTHER TECHNICAL SKILLS

Frontend Frameworks & Interaction:
Next.js, Astro, Three.js, GSAP.
Backend & Data:
Node.js, Express.js, Python, FastAPI, SQL.
Cloud Services:
AWS, Cognito, DynamoDB, Cloudflare Workers.
AI Applications & Development Tools:
Amazon Bedrock, Strands Agents SDK, Codex, Claude Code.

CERTIFICATIONS

Braze Certified Practitioner — 2026.06

Microsoft Certified: Azure Fundamentals — 2021.06

Business Process Management ARIS Certification — 2021.05

IIBA Academic Certification — 2019.11

IIBA Diploma in Business Analysis — 2019.11

EDUCATION

The University of Auckland (QS 65): Bachelor of Computer Science & Business Analytics
2017.01 – 2021.09

Languages: English: Native; Mandarin: Fluent speaking.

PROJECT EXPERIENCE

Silver Fern Farms Digital Platform
Project Overview: Fragmented corporate, careers and farmer channels limited consistency and international scalability; B2C customers lacked centralised self-service. The project aimed to unify shipment, order and product tracking, account management and proactive shipping updates, while streamlining recruitment, corporate communications and farmer engagement.
Key Responsibilities:

- **Solution Architecture & Technical Leadership:** Led end-to-end B2C frontend architecture (React/Redux, RTK Query data layer, Azure AD B2C authentication) and, as lead architect, AEM Corporate, Careers and Farmer frontend architecture. Translated business/stakeholder requirements into scalable B2C and reusable AEM component, content and integration patterns.
- **Full-Stack Development & Systems Integration:** Built B2C React/Redux shipment, order, product, account and resource workflows with GraphQL/REST APIs, .NET/Boomi services and AEM headless content. Developed reusable Java, JavaScript and TypeScript AEM functionality with Oracle-backed data/API integrations and responsive, accessible Corporate, Careers and Farmer interfaces.
- **Marketing Automation & Logistics Integration:** Automated B2C email/SMS shipment-status updates by integrating Kotahi logistics data, Adobe Journey Optimizer, AEM and Sinch SMS delivery.
- **B2C Agile Delivery Leadership:** Led planning, estimation, backlog refinement, sprint ceremonies and retrospectives; coordinated business/technical stakeholders from requirements through production release.
- **Testing, UAT & Security Assurance:** Led B2C functional testing, defect resolution, business UAT and penetration-test remediation for secure, stable production releases. Established AEM automated unit testing, Snyk, SonarCloud and Playwright practices for coverage, security and regression assurance.
- **AEM DevOps & AI-Assisted Engineering:** Improved GitLab CI/CD and Docker workflows; introduced Cursor, Claude, Copilot and MCP-connected AEM Cloud tooling to accelerate implementation, testing and component development.

Project Outcomes:

- **Delivered B2C Self-Service and Automated Communications:** Built secure shipment, order and product tracking, account management and resource self-service features, alongside 10+ automated email and SMS notification journeys. Enabled 1,000+ customers to independently access shipment information and receive proactive updates, reducing reliance on manual support and improving service scalability for 100+ global businesses handling 100,000+ shipments annually (FY23–FY26).
- **Increased International Market Support & Recruitment Outcomes:** Delivered Corporate website features supporting 8 international markets; built Careers job-search and results pages that contributed to 40%+ higher engagement, supported 50+ job listings annually and helped business units hire a combined 10+ new employees per year.
- **Improved AEM Engineering & Delivery Efficiency:** Increased Corporate website unit-test coverage to 80%+ through automated unit testing; used AI-assisted development on the Farmer platform to achieve approximately 5× faster overall delivery, reduce selected component development from days to minutes and complete work estimated at 3 months in 2 weeks.

Westpac Bank Automation
Project Overview: Westpac Bank needed to automate manual digital asset metadata tracking and streamline inefficient bulk uploads, reducing manual effort while improving operational efficiency, data accuracy and scalability.
Key Responsibilities:

- **Backend Workflow Architecture:** Defined asset-governance requirements with stakeholders, validated a proof of concept and built Java/AEM DAM workflows to detect metadata changes and automate downstream processing.
- **Data Processing & Notification Automation:** Aggregated asset-change data into structured summaries for automated internal distribution through SendGrid.

Project Outcomes:

- **Improved Process Efficiency:** Reduced processing time per advisor by 50%+ through automated metadata tracking and notifications.
- **Increased Operational Scale:** Replaced manual tracking across 5+ business units, improving consistency and governance.

AMP Insurance Automation
Project Overview: AMP Insurance needed to automate spreadsheet-based KiwiSaver onboarding and manual data transfers to Salesforce, shortening feedback loops, streamlining system integration and improving processing efficiency, data accuracy and consistency across core systems.
Key Responsibilities:

- **Backend Workflows:** Built Java/AEM Forms workflows to validate and process onboarding data, replacing spreadsheet-driven handoffs.
- **Salesforce Integration:** Integrated Salesforce APIs to transfer and synchronise validated onboarding data with CRM records.

Project Outcomes:

- **Improved Process Efficiency:** Saved approximately 30 minutes per advisor by eliminating spreadsheet updates and reducing manual data handling.
- **Increased Process Accuracy:** Automated validated onboarding-data transfer into Salesforce, improving consistency between submissions and CRM records.