

Simon Cheng

Product Engineer | Full-Stack Builder

Melbourne, Australia | 0416481373 | helloworldsimon@gmail.com | GitHub | LinkedIn

Professional Summary

Full-stack product engineer with 5+ years of IT and engineering experience, promoted three times while independently owning increasingly complex e-commerce systems in Australia — from a junior developer to owning a company-wide pricing platform. Strong in backend services, system integrations, and pragmatic frontend delivery that measurably improves business workflows and user experience.

Work Rights & Availability

Work Rights

Valid Australian work rights

Notice Period

2-4 weeks (negotiable)

Preferred Locations

Melbourne | Hybrid

Target Salary

Open to market-competitive package

Key Achievements

- Cut a key pricing-sync workflow's load time from ~10s to ~1s and resolved concurrency issues in high-frequency update jobs.
- Promoted three times — from Junior Developer to Product Engineer — each step taking on a new system end to end.
- Delivered 50+ REST API endpoints unifying 40+ customer-service channels into a single Zendesk-based support workflow.
- Transferred rigorous engineering analysis and problem-solving capability from aerospace structural design into modern product delivery.

Projects & Experience

Multi-Channel E-Commerce Pricing Platform

Node.js | TypeScript | Express | Prisma | PostgreSQL | Monorepo (14 services)

- Designed and built the pricing engine, inventory-aware recommendations, and promotion framework across 35+ sales channels (Amazon AU, Woolworths MarketPlus, eBay).
- Cut a key pricing-sync workflow's load time from ~10s to ~1s and resolved concurrency issues in high-frequency price-update jobs.

Channel Profile — Full-Stack Channel Management System

TypeScript | Express | Prisma | PostgreSQL | React | Vite | Docker

- Independently designed and delivered a channel master-data platform for profiles, commission structures, and sales analytics.
- Pre-loaded and partitioned high-volume sales data with indexing and automated sync jobs; owned Docker + Bitbucket Pipelines CI/CD.

Zendesk Integration Adapter — Aftersale System

Node.js | Express | Zendesk | REST API | Integration Middleware

- Designed the integration architecture and delivered 50+ REST API endpoints for ticket creation, updates, merging, search, and export.
- Built a tag-based classification layer unifying chat, chatbot, and email messages from 40+ channels into one ticket pipeline.

After-Sales Ticket Management System

PHP | Zend Framework | MySQL | MongoDB | Google Drive API | REST/OAuth

- Owned the backend architecture for a full-lifecycle ticket platform, translating requirements from finance, warehouse, and support teams into the approval workflow.
- Implemented PayPal/bank-transfer refund pipelines with financial checkpoints and MongoDB full-text search plus exportable reporting.

Warehouse Return Processing Application

React | Redux Toolkit | Axios | IBM Carbon Design System | OMS/SMG APIs

- Built the frontend and OMS/SMG integration layer covering login, barcode/tracking scanning, photo evidence, and submission.
- Added camera-based SKU recognition and validation logic for four distinct return paths (restock, second-hand, dispose, QC/NCR).

Sale Message System — MyDeal Channel Integration

- Took the MyDeal channel from spec to production as my first independently-owned integration, setting the pattern later channels reused.

Work History

Product Engineer @ New Aim

Jul 2025 - Present

Melbourne, Australia

Promoted to independently own the company's pricing systems — moved from integration delivery into product-level engineering ownership, leading the pricing engine and channel master-data platform.

IT Engineer @ New Aim

Jul 2022 - Jul 2025

Melbourne, Australia

Promoted to independently own the company's return and after-sales ticketing systems, then to unifying every channel's customer-service conversations into a single Zendesk-based support system.

Junior Developer @ New Aim

Apr 2021 - Jul 2022

Melbourne, Australia

Joined as a graduate, learned the sale-message system architecture, and was promoted within months to independently own the company's first channel integration into the sale-message system (MyDeal).

Aircraft Strength Design Engineer @ SACC

May 2014 - Apr 2019

Shenyang, China

Designed and analyzed major commercial aircraft body structures; conducted static, fatigue, and damage tolerance analysis for structural safety and performance.

Skills

Frontend

JavaScript, TypeScript, React, Redux Toolkit, Vite, IBM Carbon Design System

Databases

SQL, PostgreSQL, MySQL, MongoDB, Prisma

Backend

Node.js, Express, PHP, Zend Framework, REST API design, System Design, Performance Optimization

DevOps

Docker, CI/CD, Bitbucket Pipelines, Git

Education & Certifications

- RMIT University (2020 - 2021), Information Technology
- Harbin Engineering University (2008 - 2015), Master, Mechanical Engineering
- Professional references available upon request