

Alan Lai

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Inspirations:

Build robust digital experiences through thoughtful planning and creative development.

Professional Experience

Freelancer

Front-end engineer

Sydney, NSW

Nov 2025 - Present

About:

Help clients build their dream websites. I work with clients and designers to explore possibilities and deliver outstanding results.

Responsibilities:

- Interpret designs and define functionalities (1)
- Build responsive front-end pages and reusable components for client (2)

Technologies:

1. Figma
2. Astro / React / Typescript (TS) / Tailwind / CSS

Functional Skills:

- Manage client expectations
- Translate technical concerns and offer alternative solutions when viability is uncertain

Spaceduck

Senior front-end engineer

Surry Hills, NSW

Oct 2023 - Oct 2025

About:

Spaceduck was a start-up with a mission to build a smart repository. The application allowed users to store assets (multimedia files, bookmarks, PDFs, articles, and other files), create and manage documents and mind maps using stored assets, and query relevant content using AI. As a senior front-end engineer, my focus was on building UI components that adhered to the company's style guide, integrating third-party libraries (e.g., Tiptap and Xyflow) to create cohesive styling and functionalities, and constructing responsive pages for managing assets and admin tasks.

Responsibilities:

- Convert designs (1) to front-end components and pages (2)
- Maintain legacy system (3)
- Integrate with back-end API (4)
- Maintain component library (5)
- Develop and maintain desktop application (6)

Technologies:

1. Figma
2. React / TS / SCSS / CSS / React router / Zustand
3. NextJS / Tailwind
4. Docker with Orystack (Mac) / Tanstack query
5. Storybook
6. ElectronJS / Github actions

Functional Skills:

- Take ownership of the front-end and desktop application. Conduct research and make informed decisions about which technologies to use based on company resources, implementation speed, and potential future constraints.
- Provide constructive feedback on design elements regarding functionality and user experience

Prezzee

Front-end engineer

Sydney, NSW

Jun 2021 - Mar 2023

About:

Prezzee is a leader in the gift-card space. I worked on the business-to-consumer team as a front-end engineer. My day-to-day tasks included working with the business, UI/UX, and QA teams to improve the Prezzee website experience; working with the data team to track user behaviour; working with engineers to build out the B2C UI library; and working with the marketing team to structure and retrieve content from the CMS.

Responsibilities:

- Create new features from conception to implementation (1)
- Update legacy code (2)
- Maintain B2C application (deployments, bug fixes and library updates) (3)
- Create CMS pages for multi-lingual content (4)

Technologies:

1. Figma / NextJS / React / TS / Emotion / Storybook
2. Styled components / Tailwind
3. Jest / Playwright / Bitbucket pipeline / Docker / AWS
4. GraphQL / Kentico Kontent CMS

Functional Skills:

- Work effectively in cross-functional teams to find suitable solutions
- Prioritise tasks and plan with deadlines to create a clear path to delivery

Create Studios

Front-end web developer

Surry Hills, NSW

May 2018 - Jul 2021

About:

Create Studios is a boutique online marketing company. As a front-end developer, I worked with designers and back-end developers to build bespoke websites, optimized websites for performance, added new features to websites, and collaborated with the support team to diagnose and resolve issues. I also helped mentor junior developers to become valuable assets for the company.

Responsibilities:

- Create front-end prototypes for back-end integration (1)
- Optimise front-end applications (2)
- Liaise with designers to create viable features(3)
- Mentor junior developer (4)
- General support for clients with retainer contracts (5)

Technologies:

1. HTML / Handlebars (templating) / Twig / LESS / SCSS / CSS / VueJS / React / jQuery / JS
2. Webpack / Prepros / Gulp / Google Lighthouse
3. Photoshop / Figma
4. Bitbucket / Confluence
5. Kentico CMS

Functional Skills:

- Manage tight deadlines when working on numerous projects
- Delegate tasks to team members and give guidance on achieving the desired outcome

Rose Technology

Front-end web developer

Beaconsfield, NSW

Dec 2017 - May 2018

About:

Rose Technology is a company that builds custom software, specialising in digital asset management. While at Rose Technology as a front-end developer, I collaborated with designers and back-end / full-stack engineers to build custom websites for clients.

Responsibilities:

- Work with back-end developers to create custom websites (1)
- Administrate, support and maintain company websites (2)
- Build and update EDMs (3)
- Liaise with third party providers to resolve issues (4)

Technologies:

1. HTML / SCSS / CSS / JS / jQuery / ASP.NET / C#
2. MSSQL
3. MJML / Foundation Framework / HTML
4. XML

Functional Skills:

- Work autonomously to complete tasks

SiteSuite

Front-end web developer (agency)

North Sydney, NSW

May 2011 - Dec 2017

About:

SiteSuite is a web agency specialising in e-commerce website design. The company offered e-commerce websites with basic themes, custom website packages, and customer support. My time at SiteSuite primarily consisted of building bespoke themes for clients on the company's proprietary platform, providing account management, and providing technical support.

Responsibilities:

- Create themes for in-house CMS (1)
- Custom JS widgets
- Technical support (2)
- Cross-browser testing

Technologies:

1. HTML / CSS / jQuery / JS / Template-toolkit (integration with PERL back-end)
2. Sitesuite CMS / FTP

Functional Skills:

- Deliver pixel-perfect websites through meticulous attention to detail
- Communicate clearly with customers to delivery solutions

Education and Training

Sydney Institute TAFE

Ultimo, NSW

Diploma in Software Development with
Distinction Certificate IV in Programming
(C# and Java)

Jan 2012 - Jun 2013

Core Project:

Developed a prototype portal for the Australian Parachuting Federation with ASP.NET MVC (C#) to deliver randomised quizzes. We also created an administration back-end for question management and generating reports.

Skills:

- Create C# and Java applications with OOP principles
- Apply the Scrum methodology to the web development process
- Version control using GitHub

Sydney Institute TAFE

Ultimo, NSW

Diploma in Information Technology

Jun 2010 - Dec 2010

Core Project:

Developed an e-commerce website with the PayPal API

Skills:

- Create websites with ASP.NET Web Forms
- Develop and deploy MSSQL Database