Rebecca Lim
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Work Experience

BlueRock Digital, division of BlueRock–Melbourne, Australia (Feb 2017 – Mar 2022)

Digital consultancy focusing on digital customer experience strategy, development, systems consulting, and marketing. Joined as a Graduate Analyst, left as the Manager of Business Systems. As a Manager, I:

- supported three direct reports and their personal development plans, and an offshore development team of six,
- influenced team strategy and planning, working with the executive team: from running financial and work forecasting meetings (internally and for the offshore dev team) to strategising on the team layout, work focus areas, and distilling to personal development plans for my direct reports.

For projects, I:

- led delivery, project managed and consulted on more than 85 SaaS-product implementations and web/custom development projects, across the whole process: planning & design, requirements-gathering, solution architecting, testing, training, and ongoing support. I effectively as both the Product Owner and Project Manager, working at the cross-section of the team's experts and contractors (designers and SEO specialists), and while maintaining project budgets and timelines.
- successfully delivered some of the team's biggest development milestones and first-ever client projects: website (hospitality group), complex eCommerce website (a highly customised Shopify Plus website), web optimisation and support/maintenance (on both Shopify Plus and WordPress), fully custom-developed application (built on Laravel, with custom API integrations to Xero and Hubspot), and created the first Figma prototype for a full custom application (a Tinder-like match-making service for franchises).
- designed, strategised and presented to clients' owners & management board on whole-of-business digital transformation strategy. Analysed current state and proposed future state systems and implementation plans. Notable clients include: VGSO (Victorian Government Solicitor's Office, Schnitz franchise, and Machine Screen Printers).

Internally, for the team, I:

- proactively spear-headed the teams' whole development service area and strategy. I defined the end-to-end client and internal project management processes, developer workflows, and technologies used (e.g. Asana, Marker.io, Hubspot). These processes are inherited and leveraged by the team today, even after my departure.
- was partially in charge of organising social activities to boost team culture

Founder at Repleat (2015–current)

An independent Malaysian bag label founded by my mum, the designer, my two sisters and me. I am responsible for building and maintaining the Shopify website, and migrated it from the TicTail platform. I also support the production and social media side, and manage the internal business process/functions, including the implementation of Xero and HubDoc for accounting.

Education & Projects

Scrimba Learn React Course (completed Oct 2022)

Self-directed course learning the fundamentals of React. The first practical application was my personal portfolio site, built entirely on React, scaffolded with Vite and deployed on Netlify. It also deepened my understanding of CSS grids and flex.

Rails Hackathon (Sept 2022)

Context supports bilingual kids learning languages through context clues. Built as part of the 48-hour hackathon using Ruby on Rails, Hotwire Turbo & Stimulus, HTML, CSS & Tailwind, JS.

Fullstack Web Development Course at Le Wagon–London, UK (May 2022–Jun 2022)

9-week full-time intensive coding bootcamp learning HTML, CSS, Bootstrap, JavaScript ES6, SQL, git, GitHub, Heroku and Ruby on Rails.

Our final project, Trace, merges the digital and real-world experience through custom user-created scavenger hunt games. I conceptualised, designed and wireframed Trace on Figma. A one-and-a-half week project with user stories, data schema, Figma UI/UX mock-ups, built with Ruby on Rails, Stimulus, HTML, CSS, JS, Mapbox API and OpenWeather API.

Frontend Web Development at General Assembly–Melbourne, Australia (2016)

My final project, Learn to fold with origa-me, is a tutorial on folding simple origami shapes, adapted from a card flip animation). HTML, CSS & JavaScript / jQuery.

Bachelor of Commerce (Management & Finance)–University of Melbourne (2013–2015)

Skills

Ruby on Rails

SQL

HTML

CSS

JavaScript ES6

React

GitHub

Heroku

Project Management

User Experience (UX)

Figma

Shopify & Shopify Plus

Hubspot

Xero

Asana

DEAR Inventory

Lightspeed POS

Zapier

Interests

Jewellery-making

Scuba diving

Vintage finds

Traveling

Music

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Other Experience

Inspiring Rare Birds Mentorship Program

2022

Handpicked by BlueRock Digital as an up and coming female leader in the company, I was paired with an experienced mentor to support my personal and work goals.

Founder's Apprentice Internship at Listium Startup–Melbourne, Australia

February to May 2016

Shadowed the founder and team, and directly assisted with product development through minor development tasks, design mockups, socials (Google Adwords), content creation and UX research.

Internship at Hong Leong Investment Bank–Kuala Lumpur, Malaysia

January to February 2015

Spent my time in the Equity Research & Corporate Finance departments, assisting with the write-up/cross-checking of deed polls/announcements on Bursa, the Malaysian stock exchange; assisted in the company research via the Bloomberg Terminal, report analysis of SCGM Bhd. and attended EGM