

# NOPPAWAT CHOTIWAN

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## SUMMARY

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Senior Software Engineer with 6+ years of experience building scalable, high-performance web applications using Next.js, React, and TypeScript. Proven track record of delivering revenue-generating features, improving conversion rates, and optimizing SEO and performance metrics. At Kaidee, maintaining and developing new features across the Kaidee marketplace platform, designing scalable frontend architecture and delivering end-to-end user flows. Strong expertise in performance optimization, system design, and user-centric product development.

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## EXPERIENCE

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### Senior Software Engineer

**Kaidee**

**October 2024 - Present**

- Led frontend development across multiple product verticals, supporting 3 business units and improving UI consistency, reducing UI-related issues.
- Launched Pinned Ads, a revenue-generating feature with a booking calendar and end-to-end payment flow, increasing monthly orders by 150+.
- Built and launched Storefronts and User Reviews, increasing user engagement by 15% and improving user trust signals.
- Redesigned ad cards and homepage UI, improved click-through rate.
- Developed Premium Amulet, generating a new monetization stream contributing 2% of category revenue.
- Implemented SEO optimizations, increased organic traffic by 5% and improved Lighthouse SEO score to 80+.
- Optimized CMS platform, reduced content publishing time and improved cross-team operational efficiency.
- Built Okai Job Platform, enabling end-to-end job search and recruitment workflows.
- Engineered reusable components and design patterns: reduced development time by 25% and improved code maintainability across teams.

### Senior Software Engineer

**FPT software**

**April 2023 - October 2024**

- Led a cross-functional development team (5-7 members) to deliver a back-office web application supporting 2 business units, achieving on-time delivery from scoping to production.
- Developed and maintained scalable web applications, improving system reliability.
- Built reusable component libraries and shared modules, reduced development time by 10% and improved code consistency across projects.
- Owned and maintained 2 internal platforms for insurtech clients and ensuring high availability.
- Improved application performance and frontend efficiency, reduced page load time.

### Software Engineer

**MoneyHero group**

**March 2020 - February 2023**

- Supported internal campaign launches across multiple markets, contributing to the successful delivery of 10+ campaigns per quarter.
- Collaborated with analytics teams to monitor user behavior and identify optimization opportunities, improving data-driven decision-making efficiency.
- Increased conversion rate by 12% by implementing the "Add to Favorite" feature on Money101.
- Developed social media and messenger sharing features, increasing user acquisition and content sharing by 3%.
- Revamped UI/UX for SingSaver's personal loan journey, improving user engagement and reducing drop-off rate by 8%.
- Unified blog design across 6 markets within 3 months, improving design consistency and reducing maintenance effort.
- Acted as Project Manager to gather business requirements, align stakeholders, and deliver projects on time, achieving 100% on-time delivery.
- Improved SEO performance by increasing Lighthouse scores from 70 to 90+, resulting in 6% growth in organic traffic.
- Launched the Car Loan vertical for the Thailand market, contributing to increased category revenue.
- Implemented advertising solutions using Google AdSense, increasing ad revenue.

### Senior Quality Assurance

**Pomelo**

**December 2019 - March 2020**

- Led end-to-end automation testing across Web, iOS, and Android platforms, increasing test coverage to 90% and improving release confidence.
- Built and executed automated API test suites using Postman, reducing manual testing effort.
- Improved defect detection through comprehensive automation strategies and regression testing.

### Quality Assurance

**Wongnai**

**February 2019 - August 2019**

- QA engineer in an Agile/Scrum team, reviewing functional and technical requirements to ensure product quality and release readiness.
  - Executed manual and automated test cases, increasing test coverage to 90% and improving overall product reliability.
  - Developed automation scripts using Puppeteer, reducing regression testing time.
  - Identified and reported critical defects early in the development cycle, reducing production issues.
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## EDUCATION

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### Bachelor of Engineering, Information and Communication Engineering

CHULALONGKORN UNIVERSITY · 2014-2018

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## AWARDS & HONORS

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### Employee of the month

Hyphen group · 2021-2022

· Winning as a team prize and Put people at our heart.

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## SKILLS

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**Frontend:** React.js, Next.js, TypeScript, JavaScript, Tailwind CSS, Styled-components, Ant Design, WordPress, PHP.

**Backend:** Node.js, GraphQL, REST APIs.

**Testing:** Jest, Playwright, Cypress, Puppeteer, Postman.

**Cloud & Infrastructure:** AWS, GCP.

**CI/CD & DevOps:** CircleCI, Jenkins, Argo CD, Docker.

**Monitoring & Analytics:** Splunk, Google AdSense.

**CMS & Marketing Tools:** Contentstack, HubSpot, Semrush, Strapi.

**Collaboration & Project Management:** Jira, Asana.

**Version Control & Design:** Git, Figma.

**Others:** SEO Optimization, Performance Optimization, CI/CD, Agile/Scrum.

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## REFERENCES

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### Kanokwan Muttamara

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