

ANDRE SHA

Lead Full Stack Developer

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PROFESSIONAL SUMMARY

Lead Full Stack Developer with 4+ years building enterprise-grade web platforms, cloud infrastructure, and AI-powered systems for major Australian consumer brands. Sole architect of a multi-tenant promotion management platform now supporting 10 brands. Deep expertise in React, Next.js, TypeScript, Node.js, and Microsoft Azure, with a strong track record delivering scalable Shopify Plus ecommerce, internal tooling, and real-time data platforms. Experienced in technical roadmapping, stakeholder discovery, and leading engineering teams end-to-end. Fluent in Mandarin Chinese; intermediate Japanese and Korean.

KEY ACHIEVEMENTS

- **+25% online sales in 3 months** — A/B testing across 6 rebuilt headless Shopify Plus platforms
- **Campaign deployment under 5 minutes** — AI receipt-scanning and promotion management platform
- **10 brands, 8,000+ submissions on a single campaign** — Proprietary multi-tenant promotion CMS
- **New brand onboarded in under 5 minutes** — Self-service brand configurator, no code changes required
- **-30% development time** — Modular component library distributed across 20+ repositories
- **+30% CDP growth YoY** — Full analytics overhaul across 20 brand websites
- **-15% cloud costs** — Azure infrastructure optimisation and automated scaling
- **+50% test coverage / -40% testing time** — Playwright automated testing framework rollout

WORK EXPERIENCE

Lead Full Stack Developer — Asahi Beverages

Oct 2025 – Present | Melbourne, AU

- Sole architect of a proprietary multi-tenant promotion management CMS — configurable form builder, prizing logic, Salesforce ingestion, bulk venue CSV rollout, and brand configurator that onboards a new brand in under 5 minutes; currently supporting 10 brands with 8,000+ submissions on a single active campaign
- Designed the full Azure infrastructure: greenfield VNet with routing tables, NSG rules, private endpoints, and enterprise network peering across MVP, staging, and production; RBAC model, Key Vault secrets architecture, Managed Identity secrets consumption, and Azure Service Bus entry queueing with idempotency and dead-letter policies
- Built a custom PostgreSQL-backed analytics and event logging framework enabling funnel analysis, campaign reporting, and full production incident reconstruction via Application Insights and KUDU
- Led 3 junior developers; deputised for Tech Lead across stakeholder meetings and delivery ownership; enforced multi-stage PR review process (Wiz CI scanning, staging deploy, Playwright UAT)
- Drove technical roadmapping, authored RFCs and ADRs, ran sprint planning, backlog grooming, retrospectives, and release communications in 2-week Asana sprints

Full Stack Developer — Asahi Beverages

Nov 2022 – Oct 2025 | Melbourne, AU

- Rebuilt 6 headless Shopify Plus platforms (React, Next.js, Storefront API) with custom metafield-based filtering, Checkout Extensions (GA4 + custom fields), real-time Cin7 inventory sync, and webhook-to-Azure-Functions pipelines → **25% sales uplift in 3 months**
- Engineered Asahi's first AI receipt-scanning validation platform: Azure Document Intelligence at >90% confidence, Levenshtein distance product matching with retailer variant handling, image fingerprinting for duplicate detection, and a customer support dashboard — processing thousands of receipts per campaign with zero manual validation
- Architected and maintained a centralised Shopify SDK across all brand platforms; managed quarterly Shopify API version upgrades (npm link preview → staging Playwright validation → production)
- Modular component library across 20+ repos → **30% less dev time**; analytics overhaul, 20 brand websites → **30% CDP growth YoY**; Azure infra optimisation → **15% cloud cost reduction**

Front End Developer — Medmate

Feb 2022 – Oct 2022 | Melbourne, AU

- Rebuilt the Vue.js pharmaceutical delivery widget from a basic product list into a full ecommerce experience: location-aware pharmacy search, open hours filtering, product recommendation, e-script upload, and improved

search ranking — deployed across 200+ Australian websites via iframe/script embed; solved CSS isolation across third-party host sites

- Built a telehealth platform covering the full patient journey (marketing, intake, GP booking, e-script routing) → **\$10,000+ AUD revenue in its first month**
- Rebuilt the Angular admin dashboard from a purchased template into a functional ops platform: real-time WebSocket order tracking, pharmacy inventory catalogue management, order notes, and pharmacy configuration; optimised Laravel + SQL queries as the platform scaled

TECHNICAL SKILLS

Frontend: React, Next.js (v16, App Router), Vue.js, Angular, TypeScript, JavaScript, HTML5, CSS3, Tailwind CSS, WebGL, Three.js, React Three Fiber

Backend: Node.js, Python, REST APIs, GraphQL, PostgreSQL, MySQL, WebSocket, Microservices, API Gateway, Laravel, Azure Functions, Prisma

Cloud & DevOps: Microsoft Azure (Key Vault, RBAC, VNet, Service Bus, App Insights, Document Intelligence, Managed Identities, Pipelines, KUDU), AWS, Vercel, Azure DevOps, CI/CD, Wiz, Playwright

Shopify: Shopify Plus, Storefront API, Admin API, Headless Commerce, Checkout Extensions, Shopify Flow, Private Apps, Cin7 integration, B2B Commerce

AI & Emerging: Azure Document Intelligence, Anthropic Claude API, OpenAI API, Agentic AI, MCP, GitHub Copilot, Cursor, Claude Code

Databases: PostgreSQL, MySQL, Supabase, Turso (libSQL), Redis

Languages: English (native), Mandarin Chinese (fluent), Japanese (intermediate), Korean (intermediate)

EDUCATION & CERTIFICATIONS

Bachelor of Arts / Information Technology — Monash University

2022 | Minor: Korean & Japanese

Bachelor of Biomedicine — University of Melbourne

2019 | Minor: Neuroscience

Three.js Journey — Bruno Simon (2025) | Azure Fundamentals AZ-900 — Microsoft (2024)