

YOU RUHENG

PRODUCT-MINDED MANAGEMENT STUDENT | WEB PRODUCT BUILDER

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PROFILE

Management student at Universiti Sains Malaysia who independently takes web products from problem framing and UX writing through frontend implementation, testing, SEO and deployment. Shipped three privacy-first products for Malaysian users: a seven-tool financial suite, a first-year money planner and a local-only notes app. Seeking internships across product, web development, digital operations and project support.

3 LIVE PRODUCTS
End-to-end ownership

7 FINANCIAL TOOLS
Malaysia-specific

7/7 CORE TESTS
State layer passing

SELECTED PRODUCT WORK

KiraStart MY

PRODUCT DESIGNER & FRONTEND DEVELOPER | 2026 | LIVE PRODUCT

- Designed and shipped a three-step first-year financial planner combining simplified EPF, SOCSO, EIS and tax estimates with living costs, debt and savings goals.
- Built responsive results with plan health, recommendations and a 36-month timeline; verified positive and negative flows plus a 390px mobile layout.
- Implemented browser-only draft saving, official-source references and clear limitations for privacy and responsible financial guidance.

KiraMY

PRODUCT DESIGNER & FRONTEND DEVELOPER | 2026 | 7 LIVE CALCULATORS

- Built and deployed seven Malaysia-specific tools covering income tax, home loans, EPF, stamp duty, PTPTN, car loans and rent-versus-buy decisions.
- Added official-source links, worked examples, limitations and review dates; browser-only calculations keep users' financial inputs private.
- Packaged the suite with responsive interfaces, technical SEO, a sitemap, case-study documentation and GitHub-to-Vercel deployment.

Shiye Notes

UI DESIGNER & FRONTEND DEVELOPER | 2026 | LOCAL-FIRST WEB APP

- Built a Chinese notes app with automatic saving, search, pinning, keyboard shortcuts and a responsive mobile sidebar using LocalStorage.
- Created seven state tests covering core operations and malformed-data recovery, plus end-to-end browser smoke testing.
- Separated note-state logic from the interface to make creation, updates, search, sorting and persistence easier to test and maintain.

EDUCATION & ACADEMIC EXPERIENCE

UNIVERSITI SAINS MALAYSIA (USM), PENANG

Bachelor of Management (Hons.) - Strategy and Organisational Management | 2024 - Present

ACADEMIC & TEAM EXPERIENCE

- Coordinated coursework teams, structured research, reports and presentations, and supported deadline planning.
- Analysed management cases and translated findings into clear written and oral presentations.

SKILLS

Frontend - HTML, CSS, JavaScript, LocalStorage, responsive design, accessibility, browser testing
Product - Problem framing, UI/UX, UX writing, financial UX, local-first and privacy-first design
Delivery - Git, GitHub, Vercel, technical SEO, source documentation, responsive QA

Business - Research synthesis, report writing, presentations, team coordination
Tools - Microsoft Word, PowerPoint and Excel
Languages - Mandarin Chinese, English and Malay