

Frankie So Wun Yi Resume

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PROFESSIONAL EXPERIENCE

MSYSTEM.COM.HK LIMITED 陽光網絡

Hong Kong & China Shenzhen

Project Manager/ Project Consultant

2021-2025

B2C & B2B Division Internet Cafe, App/Tech Consultancy, System Software, APP Web Development, and Startup Incubation, Hong Kong's largest Internet café Group Company by 2023

- Spearheaded cross-functional teams to develop mobile applications and enterprise web systems; led end-to-end product lifecycle from ideation to deployment for client-facing and internal tools.
- Executed data-driven digital marketing strategies, including SEO/SEM, resulting in +20% organic traffic and 10% increase in user acquisition within six months.
- Designed and launched financing plans for multiple startup clients; helped secure funding rounds ranging from HKD 20k to 2M via targeted investor proposals. (Filecoin, Bitcoin, Chinese Medicine AR System, EMS APP Control System)
- Co-led ChargeSpot(Ex Name:ChargeChargeStation) power bank sharing system R&D and business planning; guided its early-stage investment roadmap and prototype validation.
- Overhauled the obsolete legacy source code of two production applications, resulting in increased usability and reduced run time performance by 50%
- ERP, HR system, secondary development or optimization.

CITY UNIVERSITY OF HONG KONG, SCHOOL OF CREATIVE MEDIA

Hong Kong

Research Assistant

2021-2021

Teaching (New Media version) Project Management

- Co-designed teaching modules and hands-on workshops to support student learning in livestream system architecture(OBS, Webex, Zoom, Google Meet, Teams, YouTube Studio, Steamdeck), performance aesthetics, and digital exhibition planning.
- Supervised students in applying academic theories to real-world livestream environments; provided technical guidance on software use and production flow.
- Instructed and mentored final-year undergraduate students in multimedia research projects involving livestream technology, Live2D animation, and real-time audience interaction design.
- Oversaw planning and execution of a multimedia exhibition, integrating academic research with digital storytelling to enhance audience engagement.

MONEY MATCHING LIMITED /MSYSTEM.COM.HK LIMITED

Hong Kong

Project Manager

2017-2021

HKSTP Incubation Programme Financial Technology, Mobile App & Product Comparison Platform.

- Led a cross-functional team of developers, designers, and analysts; assigned responsibilities, set milestones, and provided strategic direction throughout execution.
- Directed the full project lifecycle, including UML, Class diagram, and mock UI design for an HKSTP-incubated fintech app comparing credit cards and loans.

JUNIOR EXPERIENCE

Photo Editor/Website Designer Project-based Freelancer

2017-2021

Activity Assistance DAB 民健聯

2015

Executive Officer Civil Force, Political party & community

2014-2015

Project Executive Inspirr Creation

2012

EDUCATION

HONG KONG BAPTIST UNIVERSITY

Master of Art in Communication (School of Communication)

- Social Media Marketing, Advertising Management, Perspectives on Media & Society, Consumer Insights

**Hong Kong
2012-2014**

CITY UNIVERSITY OF HONG KONG

Bachelor of Science in Creative Media (School of Creative Media and Computer Science)

- Interactivity, Installation, Software Design, Chinese Civilisations, Art of the Moving Image

**Hong Kong & Shanghai
2008-2011**

HONG KONG INSTITUTE OF VOCATIONAL EDUCATION (HKIVE)

High Diploma in Computer Games and Animation

- Special Effects, Marketing for CGA, Character Animation, Computer Art & Photography, Storytelling

**Hong Kong
2004-2008**

ADDITIONAL INFORMATION(Achievements, Certification, Activity, Personality)

- Achievement: Playful Media Showcase Art Work, Interactive Installation 2009-2010
- Achievement: Featured Posts Arts Criticism mentorship Programme 2009
- Patents: Indoor Intelligent Home Stereo Projector with 360-Degree Rotation, United States
- Certifications: PREPARE ENRICH Certified Facilitator helps couples build strong marriages and resilient relationships 2025
- Certifications: Global Queer Theologies and Queer Theology Online Workshop for Beginners in religions and gender studies 2025
- Certifications: Project Management Professional (PMP) Preparation Course 2014
- Activity: Sunday Worship Sermon Speakers in Blessed Ministry Community Church, 100 people 2024-2025
- Activity: AI Prompt Workshop in Church and Home Care for Girls 2023
- Activity: Kickstarter AI Modeling Project 2025
- Technical Skills: Adobe Photoshop / Illustrator / InDesign, Premiere Pro / Video Editing / CapCut /Live2D Cubism / OBS / Streaming tools/Audio Editing (Audacity /PA system) /HTML / CSS /WordPress / Wix / SSL /App Prototyping / UX Wireframe/Google Analytics/Facebook Business/Midjourney/ Stable diffusion/SWOT/PDAC/ OKR / Logic Models/Miro / Concept Mapping Tools/Data Collection & Qualitative Analysis/3D Max/Maya/V-Ray
- Personality: MBTI-ENTJ, Enneagram Healthy 8 in growth way, self-confident, strong, and assertive, protective, resourceful, straight-talking with love
- Soft Skills: Leadership and assertive communication, Strategic planning and resource coordination, Interdisciplinary teaching and mentoring
- Languages: Cantonese: Native, Mandarin Chinese: Fluent, English: Basic, Biblical Hebrew: Basic reading