"CHARRY" ZICHAO WU

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CAREER OBJECTIVE

- Full-stack Engineer with entrepreneurial mindset and constant desire to grow, seeking mid to senior level software engineer position in established companies, or founding member of early-stage tech startups.
- Need H1b sponsorship to work in U.S.

SUMMARY OF QUALIFICATIONS

- Founding member of early-stage EdTech AI SaaS startup (bootstrapped), built novel interfaces of a video e-learning platform. Helped in fundraising, hiring, customer support to make the company investable.
- Previously worked at TikTok Ads and The Trade Desk (medium-sized public company, AdTech sector).
  - ➢ **Programming Languages:** Python, JavaScript/Typescript, Java
  - ➢ **Frameworks/Libraries:** React/Redux, Vue.js, Django/Flask, Node.js, Docker, Git, FFmpeg

PROFESSIONAL EXPERIENCE

Educational Vision Technologies (EVT.ai), early stage – San Jose, CA (Remote)   Oct. 2022 - Present, 2020, 2018 (intern)
Founding Engineer, Fullstack

- Helped build most parts of EVT's e-learning platform in React and Django, current ARR $75K. Efforts include:
  - o [Eng] Developed third party integrations (Canvas, Zoom) to unlock more revenue and gain exposure.
  - o [Eng] Identified and fixed numerous bugs caused by immature engineering and lack of test coverage.
  - o [Eng] Refactored components into TypeScript. Contributed to onboarding & testing documentations.
  - o [Hiring] Launched intern hiring campaign on Handshake, attracted applicants from major universities from Bay Area and SD. Screened resumes and conducted 20+ intern tech interviews, resulted in 3 hires (2023 summer)
  - o [Customer] Launched email campaign targeting professors & univ dept. chairs, resulted in ongoing pilots. Manually processed lecture recordings before ML pipeline to accustom special vid format. Feedback pending.
  - o [Fundraising] Co-presented project ideas to potential investors in a pitch competition, winning top prize $1.7K.

ByteDance – Mountain View, CA   Mar. 2021 - Nov. 2022, quit for master's degree due to H1b non-selection
Frontend Engineer, TikTok Ads (tiktok.com/business)

- Built web frontend features on ad delivery platform (attracting ad revenue from small/medium businesses):
  - o Overhauled advertiser payment checkout experience, resulting +5% increase on $12M (2021) weekly ad revenue.
  - o Implemented multiple versions of payment UI to be A/B tested across multiple user segments. Used private NPM packages for ease of implementation and integrated with ByteDance's internal A/B testing dashboard.
  - o Launched new ad delivery objectives on mobile site, which witnessed $3k/w Ad spending in SEA countries.
- Drafted team's documentation of major frontend projects, which helped new engineers onboard smoothly.

The Trade Desk – Irvine, CA   Apr. 2020 - Nov. 2020
Software Engineer

- Contributed to sprints to build the next version user interface (UI) of the company's SaaS demand-side ad platform that serves 800+ global advertising agencies.
- Implement tables/charts that display ad campaign data, based on UX design. Supported full agile development cycle.

Whova – San Diego, CA   Apr. 2019 - Sept. 2019
Software Engineer Intern

- Worked with web team on Whova's event management platform used by organizers of 2,500+ events annually.
- Implemented front-end features in two versions for A/B testing and back-end biz logic in Django and MySQL.
- Revamped an internal email auto-sending service that distributes email campaigns to 2,200 addresses daily
  - o Utilized bot sender on multiple machines for further automation & bypassing Gmail's anti-bot policy.

EDUCATION

Bronco Ventures Accelerator Founder's Prep School; Mar 2023 - May 2023, Santa Clara University
Master of Science (MS), Computer Science; expected Mar. 2024, Santa Clara University (San Jose, CA), GPA 3.85

- Coursework: Software Product Management: From Product to Company, Machine Learning

Bachelor of Science (BS), Computer Science; earned Mar. 2020, University of California, San Diego, GPA: 3.5