

## "CHARRY" ZICHAO WU

San Jose, CA • 858-257-9641 • [wuzc.charry2013@gmail.com](mailto:wuzc.charry2013@gmail.com) • <https://www.linkedin.com/in/charryw/>

### SUMMARY OF QUALIFICATIONS

- Frontend engineer with experience in both React and Vue.js framework, and Python Django backend.
- Work experience includes established companies in the digital ad industry and SaaS startups (early and mid stage).
- Build most of an e-learning platform frontend for an early-stage startup during college.
  - **Programming Languages:** Python, JavaScript/Typescript, Java
  - **Frameworks/Libraries:** React/Redux, Vue.js, Django/Flask, Node.js, Docker, Git

### PROFESSIONAL EXPERIENCE

ByteDance – Mountain View, CA

Mar. 2021 - Nov. 2022

#### **Frontend Engineer, TikTok Ads ([tiktok.com/business](https://www.tiktok.com/business))**

- Built web frontend features on ad delivery platform (attracting ad revenue from small/medium businesses):
  - Overhauled advertiser payment checkout process, resulting +5% increase on \$12M weekly ad revenue basis
  - Launched new ad delivery objectives on mobile site, which witnessed \$3k/w ad spending in SEA countries
- Enhanced frontend site stability by setting up GitLab FE unit test pipeline and fixing bugs reported by QA/PM.
- Drafted team's documentation of major frontend projects, which helped new engineers onboard smoothly.

Educational Vision Technologies – San Diego, CA

Jun. 2018 - Dec. 2019, Nov. 2020 - Feb. 2021

#### **Web Developer, Founding Engineer**

- Helped build most parts of EVT's e-learning platform in React and Django, used by 10+ courses in UCSD/SDSU/USD.
- Established DevOps pipeline using scripts that automate build and deploy process, with GitLab + Slack integration.
- Customized Django's admin panel to make it more suitable for business needs (profile lookup, custom widgets).

The Trade Desk – Irvine, CA

Apr. 2020 - Nov. 2020

#### **Software Engineer**

- Supported full agile development cycle, from new feature RFC process to manual testing to post-release hotfixes.
- 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.
- Worked with the User Experience (UX) Team to design and implement tables/charts that display ad campaign data.
- Refactored backend logic code to change functionality of existing UI components, tested in sandbox environment.

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.
- Promoted from part-time (Apr.-June) to full-time (June-Sept.) status for excellent performance.
- Implemented the front-end in two versions for A/B testing and back-end in Django and MySQL.
- Revamped an internal email auto-sending service that distributes email campaigns to 2,200 addresses daily, and utilized bot sender on multiple machines for further automation & bypassing Gmail's anti-bot policy.

### EDUCATION

**Master of Science (MS), Computer Science;** expected Mar. 2024, Santa Clara University (San Jose, CA)

**Bachelor of Science (BS), Computer Science;** earned Mar. 2020, University of California, San Diego (San Diego, CA)

- Studied Networked Services, Web Client Languages, Modeling & Data Analysis and Advanced Data Structures
- Excelled while working on a Dropbox-like distributed file storage service project.
  - Built cloud-based storage service that decoupled file metadata from file content for fast CRUD operations.
  - Implemented multi-client concurrent updates and measured download performance on 4 EC2 instances across the globe.