**“CHARRY” ZICHAO WU**

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**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)***

* 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.