

Kimberly Wu

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SKILLS & TECHNOLOGIES

Design: Rapid Prototyping Tools: Figma, Sketch, Adobe XD | Graphic Design Software: Photoshop, Clip Studio | Responsive Design | Accessibility Principles | Journey Mapping | Design Principles

Management: Risk Management Strategies | Mentorship | Time Management and Prioritization

Technical: Analytics | Usability Testing | React/Redux | JavaScript | TypeScript | CSS/Sass/Tailwind/BEM | C# | Ruby on Rails | Python | REST API | AWS/GCP | Jest/Testing | Git | PWAs | Heroku | TDD | CI/CD

WORK EXPERIENCE

Full Stack Developer (Specializing in Front-End Design)

January 2018 - January 2024

Vertical City, Edmonton, Alberta

- Drove the collaborative development of an innovative campaign proposal tool for a leading Canadian media agency, resulting in a 30% increase in campaign revenue and fostering stronger partnerships with key stakeholders.
- Led a high-performing team to create engaging digital screen features tailored for various digital elevator devices, ensuring backward compatibility. The introduction of these features, coupled with our screens' cross-compatibility, enabled us to onboard prestigious properties such as Home Depot Headquarters and the Sphere in Los Angeles.
- Established a physical testing laboratory for devices and introduced staging and testing environments to enhance deployment safety and simplify monitoring for unique screens across the network.
- Provided guidance to junior and senior developers, supervising front-end and digital screen repositories to ensure compliance with current coding standards and performance objectives.
- Maintained up-to-date documentation, including API strategies, setup guides, script usage, architecture diagrams, and front-end guidelines, to streamline developer onboarding and accelerate development processes.

UX Designer

January 2018 - January 2024

Vertical City, Edmonton, Alberta

- Led design initiatives for various features, creating layouts for key pages in Advertising and Property Management platforms, as well as digital displays. Utilized Figma, Sketch, and Photoshop for design mock-ups to ensure they aligned with project objectives and brand identity.
- Maintained communication with stakeholders, incorporating feedback and conducting user testing to improve designs effectively. Regularly collaborated with design, product, and sales teams to develop interfaces for digital screens and platforms that aligned with the needs of national and local brands, as well as property users.
- Developed detailed prototypes quickly and clarified technical concepts to diverse audiences. Prioritized modernizing designs while meeting accessibility standards and enhancing user experience for the target audience.

Front End Developer

November 2015 - January 2018

Vertical City, Edmonton, Alberta

- Led the implementation of Vertical Impression, an exclusive advertising platform for Vertical City, overseeing its transition from WordPress to React.js. Introduced innovative features to elevate user experience, including real-time impression analytics, dynamic campaign assembly, advanced filtering using Mapbox, and seamless network integration. These strategic optimization enhancements led to a significant doubling of website speed, surpassing previous performance standards. The new also platform streamlined campaign management for budgets ranging from \$1,500 to \$75,000, eliminating the sales team's dependency on Excel and WordPress and enhancing operational efficiency.
- Led the implementation of elev8, Vertical City's exclusive digital elevator and lobby screen platform, developing features such as creating/scheduling news content and selecting feeds, managing over 5000 property managers and residents.

WORK EXPERIENCE CONT.

- Conducted thorough user testing, maintaining high-quality code and unique branding for both Property and Advertiser portals and seamlessly integrated popular property management systems, bolstering elev8's position as Canada's largest screen network.
- Implemented role-based authentication and personalized layouts for the Property Manager and Advertising portals, ensuring distinct experiences for users based on their roles upon login.

Web Developer/Data Analyst

November 2013 - Aug 2014

Strategic Management and Organization, Alberta School of Business, Edmonton, Alberta

- Programmed a web scraping application in Python responsible for the data and image collection of over 85,000 pages.
- Designed the website and illustrated the images used to launch the web scraping utility.

EDUCATION

BSc in Bioinformatics | University of Alberta, Edmonton, Alberta

- Relevant Coursework: Utilized Python scripting and web scraping for computational projects in Bioinformatics.

EXTRACURRICULAR ACTIVITIES

Vertical City 2-Day Shark Tank Hackathon

- Led a company-wide two-day Hackathon, revamped into a dynamic "Shark Tank" style event, where innovative AI and mobile integration ideas were presented, fostering collaboration, resulting in a second-place finish overall and winning the company's fan favorite project. [View here](#)

Canada Learning Code Programming Mentor

- Assisted in various workshop sessions, mentoring small groups of learners to learn various programming concepts and programming languages, providing assistance to learners in completing activities.

Faculty of Science Orientation Videographer and Producer

- Directed and produced the official music video for the Faculty of Science orientation program at the University of Alberta. [Watch the video here](#)

AWARDS

- Maya Reinking Art Award recipient
- District of Edmonton Fine Arts Award recipient
- Third Place Finalist in the Canada Day Poster Challenge