

# Kimberly Wu

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## Senior Software Engineer & UX Lead

[portfolio](#) | [linkedin](#) | [kimberlywu.com](#)

Senior Full Stack Engineer with **10+ years** of experience scaling platforms to **500M+ monthly impressions** and generating **\$5M+ in revenue**. Specialized in high-performance, enterprise UI systems across Cybersecurity, DOOH, and Web3. Led the development of Canada's largest digital screen network, delivering enterprise systems for global brands including **IKEA, Starbucks, and Apple**. [View portfolio here](#)

## WORK EXPERIENCE

### DevRel Ambassador (Canadian Division)

Aleo | Present

- DevRel Ambassador for Aleo Canada. Organized and spearheaded technical workshops (**70–100+ attendees**) to expand the developer ecosystem around privacy-first blockchain.
- Built partnerships with Google Cloud Groups, Brave Browser, and Blockchain Legal Institute.

### Lead UX Engineer

Repacket | Aug 2025 – Jan 2026

- Designed, developed and delivered **7 mission-critical features in under 4 months**, accelerating product launch 50% ahead of schedule with **ex-SpaceX leadership**.
- Engineered features capable of handling **10K+** AI-driven security events per day.

### Full Stack Developer & Product Designer

Vertical City | 2018 – 2024

- Engineered the core software powering 6K+ digital screens, driving the network to become **North America's fastest-growing elevator media platform**. Deployed high-visibility installations at flagship locations including **The Sphere in Las Vegas, The Home Depot, and Georgia Tech**.
- Modernized the campaign management system, enabling it to process 8,000+ campaigns for major brands such as Audi, Lasik MD, and Apple, driving **\$1M+ in revenue**.
- Optimized caching mechanisms for screens to ensure a steady delivery of **500M+ monthly impressions** and enhanced reporting to provide **near real-time analytics**.
- Developed a campaign proposal platform for Canada's leading news network, Rogers Sports & Media, securing an **exclusive partnership** and **\$10K+** in initial revenue.

### Frontend Engineer & Product Designer

Vertical City | 2015 – 2018

- **Founding Frontend Engineer** who led the complete rebuild of legacy ad and property management platforms, doubling operational efficiency and establishing them as the company's **flagship revenue-generating products**.
- Built a mobile-first property management platform, increasing mobile engagement by **30%**.
- Scaled screen features by **3x** via premium content integrations (CBC, Sportsnet) while cutting API consumption by 35% through strategic caching.

## SKILLS & EDUCATION

**Development:** React, TypeScript, Next.js, Tailwind, Rails, REST, AI & Automation, Python, Git, Web3, Microservices, PWAs, TDD

**Design:** Figma, Photoshop, UI Systems, Rapid Prototyping, Mobile Design, CapCut, User Research

**BSc Bioinformatics**, University of Alberta