# Kimberly Wu

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## SUMMARY

Senior full-stack engineer with a proven track record of scaling platforms to deliver **500M+ monthly ad impressions** and drive **$1M+ in revenue**. Led the development of Canada's largest digital screen network and built enterprise systems that powered campaigns for international brands such as **IKEA, Starbucks,** and **Apple**.

## EXPERIENCE

**Senior Engineer, GigNest** | *2024–Present*

- Founded **LeetNight**, a tech community event with 100+ members, hosting workshops and networking.
- Built 20+ reusable components, increasing code reuse by 30% and standardizing UI/UX.

**Full Stack Engineer, Vertical City** | *2018–2024*

- Scaled an enterprise campaign platform to become **Canada's largest digital screen network** used by Home Depot, Georgia Tech, and The Sphere in Las Vegas
- 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**
- Built a physical lab for live testing, reducing deployment risks by **70%** and speeding up rollouts by **2X**
- 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, Vertical City** | *2015–2018*

- Soley developed the frontend of an ad platform for 6000+ screens, doubling operational efficiency
- Built a mobile-first property management platform, increasing mobile engagement by **30%**
- Migrated 2 legacy systems to React, improving platform speed and user retention by **50%**
- Tripled screen features with premium content integration (CBC, Sportsnet) while cutting API usage by **30%** through caching techniques
- Automated customer payments with React and Rails, reducing processing time from **3 weeks to 1 day**

## SKILLS

- **Languages & Frameworks**: JavaScript, TypeScript, Python, React, Next.js, Ruby on Rails
- **Tools & Platforms**: AWS, GCP, Git, Figma, CI/CD, Photoshop
- **Concepts**: Microservices, REST APIs, PWAs, TDD, Responsive Design

## EDUCATION

**BSc Bioinformatics**, University of Alberta