

Ray Chu

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EDUCATION

Borough Of Manhattan Community College

SEP 2022 - PRESENT

Dual Enrollment

- Completed College Coursework as a dual-enrolled student with a **3.65** GPA.

Manhattan Early College School for Advertising

SEP 2021 - PRESENT

- Pursuing a career and technical education endorsed diploma in Media and Advertising.
- Adobe certified professional in visual design using Adobe Photoshop.

EXPERIENCE

Junior Front End Engineer

SEP 2024 - JAN 2025

Unlevered - Part-time

- Optimized API requests, by reducing redundant API calls by **57%** which resulted in over **2.33x** improvement in content loading speeds, through implementing effective API response handling.
- Oversaw the re-development of the front-end user interface during the development phase by taking charge of over **64%** of new Figma page designs and contributing to the development of **84%** of all user flows.
- Collaborated with back-end engineers to integrate various RESTful APIs, including AI-driven large language models, SEC data, and financial analysis APIs, seamlessly transforming JSON responses into dynamic and interactive user interfaces using React 18.

Front End Engineer Internship

JUL 2024 - SEP 2024

Unlevered - Internship

- Leveraged state management libraries such as MobX to minimize redundant data fetching by over **700ms** when navigating throughout the software application, enhancing the overall UX design.
- Worked closely with back-end engineers to transfer data securely from the front end to the back end by implementing form validation for over **60** different complex data inputs, and integrating security measures to prevent Cross-Site Request Forgery (CSRF) attacks, effectively achieving **0** security breaches.
- Increased accessibility scores throughout the entire application by an average of **13.3%** through implementation of ARIA properties which comply with WCAG 2.1 standards.

Digital Marketing Internship

MAR 2023 - APR 2023

Pull.City - Internship

- Developed an optimized landing page for a Google Advertising campaign that prioritized on the overall UI and UX design aimed to minimize bounce rates.
- Effectively reached the intended target audience by launching a Google Advertising campaign tailored to specific neighborhoods, reaching over **350** unique users' search engine results page.
- Optimized the estimated performance metrics of a Google Advertising campaign by reducing the cost-per-click by **26.9%** and increasing the estimated click-through rate by **172.9%**, through strategic SEO practices, keyword optimization, and enhancing headlines and descriptions.

Creator

JUL 2020 - DEC 2022

YouTube - Part-time

- Delivered over **4.0** million appearances on the YouTube search-engine-results-pages through targeted SEO strategies, driving audience growth and channel visibility.
- Generated over a **13.5%** video click-through-rate, by designing eye-catching media assets, compelling headlines, and optimizing descriptions with relevant keywords.
- Achieved over **15,000** hours of video playback by maintaining a high viewer retention rate of **40%**.

PROJECTS

ADVYNA

OCT 2024 - PRESENT

Tech Stack - ReactJS, NextJS, TypeScript, Tailwind CSS, GSAP, Python, AWS

- Developing a Software-as-a-Service that leverages Generative Artificial Intelligence and Machine Learning to streamline the process of consumers picking their day-to-day outfits

TECHNICAL SKILLS

• HTML • CSS • Javascript • Typescript • ReactJS • NextJS • MobX • Firebase • MongoDB • TailwindCSS • Material UI • Framer Motion • GSAP • RESTful API's • Figma • AWS • GitHub