

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**.
- Directed the development of the **front-end user interface** by taking charge of over **64%** of new **Figma 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 data analysis APIs**, seamlessly converting JSON responses to **responsive 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 strict **form validation** for over **60** different **complex data fields**, and integrating **Cross-Site Request Forgery (CSRF)** tokens, effectively achieving **0** security breaches.
- Improved web **accessibility compliance** by an average of **13.3%** through implementation of ARIA properties which comply with **Web Content Accessibility Guidelines (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**.
- Strategically reached the intended **target audience** by launching a **Google Advertising campaign** tailored to specific neighborhoods, reaching over **350** unique users' **search engine results page**.
- Boosted the performance** 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

- Developed a **Software-as-a-Service** that leverages **Generative Artificial Intelligence** and **Machine Learning** to streamline the process in which consumers pick their day-to-day outfits.
- Improved **server-side authentication** runtime by over **92.4%** by implementing direct **AWS SDK** integration on the **back-end**, streamlining the previous **AWS API Gateway** and **Lambda function architecture**.

TECHNICAL SKILLS

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