

Xiaojing (Kay) Xu

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[LinkedIn](#) | [Github](#)

EXPERIENCE

Nysus | Software Engineer | Remote

May 2025 – Present

- Spearheaded design and development of a **responsive event booking platform** using Next.js, React, Redux, and TypeScript, ensuring seamless user experience **across web and mobile platforms**.
- Collaborated with cross-functional teams to align **engineer resource estimation, project management, and sprint planning**, driving project delivery from inception to completion.
- Implemented robust **user authorization and authentication** module, enhancing user experience and system security.
- Developed **real-time analytics dashboard** using SQL queries and Supabase to track user engagement and **identify areas for improvement**.
- **Proactively identified and mitigated risks and bugs**, ensuring timely project delivery and high-quality outcomes.

Channel 10 | Software Engineer | San Francisco Bay Area, CA

Aug 2024 – April 2025

- Developed and launched a web app and peer-to-peer e-commerce platform using **JavaScript, React** (frontend) and **Python** (backend), **Fast API, PostgreSQL**.
- Implemented secure **user authentication** (sign-in/sign-up), product listings, search, filtering, and user reviews.
- Designed and delivered a responsive UI/UX combining interactive content on art, mythology, and history.
- Integrated third-party APIs for content enrichment and built a scalable backend to support dynamic features.

Ask Media Group | Senior Search Engine Marketing Specialist | Oakland, CA

April 2020 – Jan 2024

- Managed over 200M+ datasets for descriptive analytics and reporting using Python and SQL.
- Automated ROI calculations and performance tracking scripts, reducing manual effort by 30%.
- Designed and implemented Python scripts for advanced ROI calculations and TROAS campaigns.
- Designed Looker dashboards and implemented A/B tests to guide ad strategy and creative optimization.
- Partnered with engineers to build automation systems and custom bidding algorithms, boosting efficiency by 80%.

PROJECTS

Efficio Task Tracker | [Github](#) | Productivity app built with React, Node.js, PostgreSQL

- Designed and implemented a responsive task management UI with full CRUD functionality.
- Used React hooks and context API for state management and PostgreSQL for persistent task data.

Movie List | [Github](#) | Personal project using TMDB API and React

- Built a dynamic movie browsing experience with pagination, like buttons, and filterable genre dropdown.
- Applied React modals to display movie details and improved performance with lazy loading.

TECHNICAL SKILLS

Programming Languages: Python, Java, JavaScript, React, Relay, GraphQL, Next.js, Typescript, JSON, HTML, CSS, Node, SQL, NumPy, Pandas

Tools: VS Code, Figma, Docker, Kubernetes, Git, AWS

EDUCATION

San José State University

2025

Software Engineering Certificate Powered by Full-Stack Academy

New York University

Sep 2016 – May 2018

Master of Science in Integrated Marketing (concentrating on market analysis)

University of California at Berkeley, U. S

2014

Finance Exchange Program