

Xiaojing (Kay) Xu

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EXPERIENCE

Nysus | Software Engineer | New Castle County, Delaware

May 2025 – Present

- Developed and implemented core user-facing features, including the Sign-In/Sign-Up flow, booking process, and user account pages, using a modern front-end stack of **Next.js**, **TypeScript** and **React**.
- Built highly responsive and visually consistent web pages using **Styled-Components**, directly translating **Figma** design mockups into functional UI components.
- Implemented **Google OAuth** user authorization enhancing user experience and system security.
- Engineered dynamic front-end logic for the onboarding and artist result pages, leveraging Next.js' **useSearchParams** hook, **Link/Navigation** components to manage and reflect application state in the URL.
- Engineered dynamic routing logic** to create seamless user experiences, such as role selection, directing authenticated users to the appropriate dashboards (Buyer → Dashboard; Artist → Setup Checklist).
- Integrated Supabase as the backend service, utilizing a PostgreSQL database to manage user authentication, booking data, and artist information within an MVC architectural model.
- Collaborated with team members to align **engineer resource estimation, project management, and sprint planning** with Notion, driving project delivery from inception to completion.
- Identified and mitigated risks and bugs**, ensuring timely project delivery and high-quality outcomes.

Best High Technology | Software Engineer | New Jersey, NJ

Aug 2024 – April 2025

- Engineered dynamic front-end experiences using **React** and managed application state with **Redux**.
- Built highly responsive and modern user interfaces with **Tailwind CSS**.
- Developed robust back-end services using the **Spring MVC** framework to handle business logic, routing, and **RESTful API** endpoints.
- Implemented Java **JDBC** for direct, low-level database connectivity to facilitate seamless data communication between the application and the **MySQL** database.
- Authored and executed **unit tests** for both front-end and back-end components to ensure code stability, reliability, and functionality.

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**.
- Implemented Python scripts for advanced ROI calculations and TROAS campaigns, reducing manual effort by 30%.
- 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 78%.

PROJECTS & TECHNICAL SKILLS

Efficio Task Tracker | <https://github.com/SWEOREO/Efficio-Task-Tracker> | Productivity app built with React, Node.js, PostgreSQL

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

Movie List | <https://github.com/SWEOREO/MovieList-React> | 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.

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

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