

# Xiaojing (Kay) Xu

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## EXPERIENCE

### Nysus | Software Engineer | New Castle County, DE

May 2025 – Present

- Developed dynamic **front-end** logic for user-facing features—including the onboarding flow, artist results, and booking process—using a modern **Next.js**, **TypeScript**, and **React** stack.
- 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 a dynamic routing **hook** (e.g. useSearchParams) to direct authenticated users to appropriate dashboards based on their role. (e.g. 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.

### Channel 10 | Software Engineer | Hayward, CA

Aug 2024 – April 2025

- Developed an e-commerce platform from concept to implementation, integrating authentication, shopping cart, and product filtering to support product purchasing, knowledge sharing, and community interaction.
- Used **Excalidraw** to create the initial wireframes, define grid layouts, and design product cards.
- Built dynamic, responsive front-end experiences using **React**, **Redux**, **Tailwind CSS**, and **Axios**, enabling seamless interaction with **back-end APIs** and adaptive rendering across devices.
- Used **Spring Boot** with **Java JDBC** to build **REST API** for optimized **MySQL** queries.
- Authored and executed **unit tests** across the stack to ensure performance, stability, 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