

Xiaojing (Kay) Xu

Software Engineer

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LinkedIn: <https://www.linkedin.com/in/kayxu449911> | GitHub: <https://github.com/SWEOREO>

TECHNICAL SKILLS

Tools & Languages: Python, NumPy, Pandas, Java, JavaScript, Next.js, Typescript, Figma, JSON, HTML, CSS, React, Node, SQL, Git

Certifications: AWS Certified Cloud Practitioner Certification

TECHNICAL PROJECTS

Efficio Task Tracker | <https://github.com/fantastic4-efficio/efficio> | 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 | <https://github.com/SWEOREO/Movie-List> | 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.

EXPERIENCE

Nysus | Software Engineer | San Francisco Bay Area, CA

May 2025 – Present

- Architected and deployed a full-stack event booking platform using Next.js, React, Redux and TypeScript.
- Collaborated cross-functionally with product managers and designers via Figma to translate wireframes into responsive, pixel-perfect components, prioritizing user experience and accessibility.
- Integrated Supabase and PostgreSQL to develop a real-time analytics dashboard.

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 algorithm, boosting efficiency by 80%.

Icon Payment LLC | Market Analyst | New York, NY

Sep. 2018 – Apr. 2020

- Created predictive models to forecast conversion trends, increasing lead conversion by 15%.
- Wrote SQL queries to clean and structure data for CRM pipelines.
- Collaborated with the engineering team to enhance front-end functionality and improve SEO performance using JavaScript, PHP, and WordPress.

EDUCATION

San José State University

2025

Software Engineering Certificate Powered by Full-Stack Academy

Immersive software engineering coding bootcamp focused on mastering HTML and JavaScript foundations, front-end and back-end development, and databases.

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