

# EDWARD KYE

Software Engineer

## WORK EXPERIENCE

### **PUBNATIVE** | Software Engineer

New York, NY | February 2020 - Present

*Mobile publisher platform and programmatic ad exchange*

- Assist in migrating Verve to PubNative (Media & Games Invest).
- Train new members on the front-end team.
- Maintain and continue to build custom mobile ads using JavaScript/HTML/CSS.
- Implemented a new CDN to deploy ads and purge cached content using third-party documentation and API.
- Set up new AWS S3 buckets for transcoding videos and deploying ads.

### **VERVE** | Software Engineer

New York, NY | January 2019 - January 2020 (Acquired by Media & Games Invest)

*Location-powered mobile marketing platform*

- Built, tested, and deployed hundreds of custom mobile ads - banner, expandable, animations, videos, games, and more.
- Templatized the skeleton of custom ads (carousel, map, etc.) to optimize developing time.
- Helped build and redesign the UI of an order management system using JavaScript/CSS/React/Redux for optimal user experience.
- Collaborated with mobile and platform engineers to build a new SDK(4.0) to integrate and handle new functionalities.
- Shifted the deployment of custom ads to a new internal ad server.
- Hired, trained, and led two engineers.

## SOFTWARE APPLICATIONS

### **RALLY** | Software Engineer

New York, NY | 2018

*Tennis matchmaking with an elo ranking system*

- Spearheaded all views of the application to maximize user experience using JavaScript/React/CSS.
- Optimized Apollo and GraphQL to handle multiple queries and mutations for speed and scalability.
- Constructed the schema and tables on the back-end using GraphQL/PostgreSQL.
- Assembled Firebase Google OAuth for user authentication.

## ABOUT ME

Hi! I'm Ed. I'm interested in front-end technologies, omakase sushi, pasta, and strategy games. I'm always willing to try and learn new things.

## SPECIALIZATIONS

JavaScript (ES6), HTML, CSS, React, RESTful API, Node, Git, Agile

Experienced: Angular, Redux, Apollo, Express, GraphQL, Mongoose, Sequelize, MongoDB, MySQL, PostgreSQL, Firebase, Heroku, AWS

## EDUCATION

### **HACK REACTOR**

Software Engineering  
Immersive Program | 2018

### **RUTGERS UNIVERSITY**

B.A Psychology | 2013

## GET IN TOUCH

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