

# EDWARD KYE

*Software Engineer*

## WORK EXPERIENCE

### **PUBNATIVE** | Software Engineer

New York, NY | February 2020 - March 2020

*Mobile publisher platform and programmatic ad exchange*

- Assisted in migrating Verve to PubNative (Media & Games Invest).
- Implemented a new CDN to deploy ads and purge cached content using third-party documentation and API.
- Maintained and continued to create custom mobile ads using JavaScript/HTML/CSS.
- Trained new members of the front-end team.

### **VERVE** | Software Engineer

New York, NY | January 2019 - January 2020

*Location-powered mobile marketing platform that connects advertisers with consumers*

- Developed hundreds of custom mobile ads by teaming up with sales/account holders, marketing, designers, QA engineers, mobile engineers, and ad operations to generate a significant amount of profit.
- Mobile ads consisted of click-trackers/events, banner, smart rise video, canopy, canopy onscroll, expandable, carousel, tap to map, video, save to calendar, tap to call, games, animations, and rally/rescue/reward.
- Templated custom ads to optimize build time.
- Helped build and redesign the UI of an order management system, an internal tool used to book campaigns, flights, and ads using JavaScript/CSS/React/Redux.
- Collaborated with mobile and platform engineers to build out a new SDK.
- Shifted all custom ads to deploy to a new ad server.
- Hired and led/overlooked 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, and 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 have an interest in front-end technologies, omakase sushi, pasta, modern Science Fiction movies/tv, 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

ekye0121@gmail.com  
github.com/ekye121  
linkedin.com/in/edwardkyle  
bit.ly/edwardkyle