

# EDWARD KYE

Software Engineer

## ABOUT ME

Hi! I'm Ed, a Software Engineer based in New York City who has been focusing on front-end technologies in the ad-tech industry for the past year. I always welcome the opportunity to learn something new.

## WORK EXPERIENCE

### VERVE | Software Engineer

New York, NY | January 2019 - Present

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

- Built hundreds of custom mobile ads for clients - banner, smart rise video, canopy, canopy onscroll, expandable, carousel, tap to map, video, save to calendar, tap to call, games and animations using JavaScript, HTML, CSS.
- Templatized 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 handle ads on the front-end for the new SDK.
- Implemented VAST video from scratch for the new SDK.
- Shifted all custom ads to deploy to a new ad server.
- Hired and led/overlooked two engineers; went over pull requests, code reviews, and had pairing sessions.

## 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 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 with GraphQL and PostgreSQL.
- Assembled Firebase Google OAuth for user authentication.

## GET IN TOUCH

ekye0121@gmail.com

github.com/ekye121

linkedin.com/in/edwardkye

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## 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

Advanced Software Engineering  
Immersive Program | 2018

### RUTGERS UNIVERSITY

B.A Psychology | 2013

## INTERESTS

Foods: Pasta, Omakase Sushi  
Games: Chess, StarCraft  
Sports: MMA/UFC