



# Fred Wu

Seasoned Tech Executive

## EXPERIENCE

### Freelance Developer

TVDataNow

10/2021 - Present

Building data serving APIs and marketing video enhancement capabilities. Elixir + JS stacks.

### CTO

Verrency

12/2020 - Present

Providing value-add payment services such as loyalty points, round-ups and cashbacks for clients including Visa, Eftpos and FIS.

### Freelance Developer

CoinJar

07/2021 - 10/2021

Helped build and uplift the CoinJar crypto exchange's capabilities. Ruby + Elixir stacks.

### Head of Engineering

Xplor

09/2017 - 12/2020

Lead a group of 40+ engineers to make great child care and early education software. As part of the senior leadership team and reported to the CEO, helped building and turning the company into a market leader.

### CTO

ECAL

11/2016 - 09/2017

Lead an awesome distributed team of devs, ops and QAs, in Melbourne and in Manila Philippines. Together we built, maintained and supported the ECAL calendar platform that connects publishers with their users. We served millions of requests a day for our publisher clients, some of whom are household brands like the English Premiere League, Ticketmaster and Cricket Australia.

### Senior Developer (Contract)

Blix

07/2016 - 11/2016

### Head of Engineering

CareerLounge

02/2016 - 06/2016

+61 430 000 808

ifredwu@gmail.com

https://fredwu.me/

Melbourne, Australia

## SUMMARY

A passionate and hands-on software executive with two decades of experience and an entrepreneurial mindset.

A long time open source developer who has created and contributed to a few dozens of projects, including Ruby on Rails.

## SKILLS

Leadership	Expert
Software Delivery	Expert
Software Architecture	Expert
Elixir	Expert
Ruby	Expert
JavaScript	Advanced
PHP	Advanced
DevOps	Advanced
UI & UX	Advanced

## LANGUAGES

English	Fluent
Mandarin	Native
Shanghainese	Native

## EDUCATION

Monash University

2008

Bachelor of Information Technology and Systems

Holmesglen Institute

2006

Dual Diploma of Multimedia Integration and Web Development

**Delivery Lead**

REA Group

10/2014 - 02/2016

As a delivery lead, led two squads - Products and Pricing, with squad members located in Melbourne, Perth and Xi'an, China. Built and transformed systems to centralise pricing data, as well as systems to overhaul the products and deals platform.

**Team Lead**

Locomote

06/2012 - 10/2014

Spearheaded and architected the Locomote Travel Management Platform which is now being used by major clients such as ANZ, Medibank and World Vision.

**Freelance Developer**

500 Startups

05/2012 - 09/2012

**Development Manager**

SitePoint

12/2011 - 06/2012

**Consultant**

reInteractive

10/2011 - 12/2011

**Senior Developer**

PlayUp

03/2011 - 10/2011

**Developer**

Envato

08/2009 - 03/2011

**Software Consultant (Contract)**

Frontier Advertising

07/2010 - 11/2010

**Developer**

Trout Creative Thinking

06/2008 - 06/2009

**Developer (Part Time, During University)**

Revium

01/2006 - 12/2007

**Founder & System Admin (During High School)**

Mezoc

01/2002 - 12/2004

**Co-Founder (During High School)**

Livedigi

01/2001 - 12/2002

**Column Editor in Chief (During High School)**

51digi

01/2000 - 12/2002

## First Website!

Home

10/1997 - 10/1997

Built my first ever website using Microsoft FrontPage Express, on a Pentium 166Mhz computer, uploaded via a 33.6kbps modem.