

Renxu Hu

Tech Lead at
Snap Inc.

Org Frontend TL focusing on AR Monetization Solutions for Snapchat users and partners globally. Skilled in Web (React, JavaScript), iOS (Swift, Objective-C), and Android (Kotlin, Java) development. Enthusiastic about utilizing innovative technologies to boost user engagement and business growth. Demonstrated success in leading diverse teams and delivering top-notch projects.

Sunnyvale, CA
(858) 699-6450
renxuhu0423@gmail.com
<https://www.linkedin.com/in/renxu-hu/>

Skills

Web: TypeScript, JavaScript, React, Redux, Webpack, CSS, HTML, Node.js, Express, Mocha and Chai, Mockito
iOS: Swift, Objective-c, gRPC, Composer (Snap's cross-platform UI solution), Djinni (cross-platform C++ library code)
Android: Kotlin, Java, SQL, gRPC, Composer, Djinni
AR: Lens Studio, 3D Body Tracking, Full-Screen Segmentation
Data Analytics: SQL, Looker, Looker Studio, Grafana, Excel

Experience

Snap Inc. / Technical Lead, Software Engineer

JUL 2019 - PRESENT, Palo Alto, CA

- Led a team of **6 client engineers** by planning and coordinating projects, analyzing users' needs and finding the right products and technical designs, and guiding team members through technical challenges
- Coordinated XFN initiatives on the AR Enterprise Solutions from scratch to build a business beyond Snapchat, by selling AR Try On solutions that deliver value to other companies, such as Puma, New Balance, which generate **\$250M in revenue**
- Oversaw org-wise engineering design and cross-functioning efforts to bring AR Try On to Snapchat users and partners across the globe, which generate **\$20M annual sponsored Ads revenue**
- Directed Ads Tracking and Measurement initiatives (ATT, SKAdNetwork, Pixel Tracking) to perform deterministic attribution, allow tracking user's Ad usage, improve the Ads targeting ability, and fix the retention measurement pipeline which **boost Snapchat revenue by 30%**
- Spearheaded Featured Stories for Snapchat Memories to drive up **500M** daily snap views by **100M** unique users, and Year-end story drives **1B** daily views
- Refined technical stacks for implementing features cross-platform to **reduce the HC costs by \$1.5M**
- Led modularization efforts to leverage internal dependency injection pattern and build feature apps which improves the application cold start speed by **70%**

Microelectronic Embedded Systems Laboratory at UC San Diego / Web Developer

FEB 2019 - JUL 2019, La Jolla, CA

- Built Genie, a Web interface for a Smart Building IoT application
- Designed the backend service which interacts with the microelectronic embedded system and the development of the workflow for user interaction
- Developed REST APIs and the front-end Web service for the interaction between the machine learning algorithms and primary researchers

Groupon / Software Engineer Intern

JUN 2018 - SEP 2018, Palo Alto, CA

- Developed email, in-app, and push reminder notifications end-to-end which allowed high traffic (a million users per day) and improved user experience with an expected **\$4.75M annual revenue**
- Redesigned the reminder notification payloads to a generic payload for **50+** reminder notifications and reduced **20000+** lines of code

Education

University of California San Diego / B.S. in Computer Engineering

La Jolla, CA