

# Lucy Yu

## LANGUAGES

C/C++, Javascript, Java, Python, HTML/CSS, Racket (PLT Scheme), bash, SQL, Excel VBA

## FRAMEWORKS

**Web:** Node.js, Express, REST API, Bootstrap, Flask, socket.io, Tornado, Jekyll

**Database:** MongoDB, SQLite, SQLAlchemy

**Mobile:** React Native, Android development

## EDUCATION

University of Waterloo  
Candidate for Bachelor of Computer Science  
(2014 – 2019)

## AWARDS

**Dean's Honours List**  
(Winter 2015 – Present)

President's Scholarship of Distinction  
(95%+ entrance average)

**Top 10%** in Euclid Mathematics Contest

**Top 14%** in Sir Isaac Newton Physics Exam

## Portfolio

lucyyu.me  
github.com/lucyyu24  
ca.linkedin.com/in/lucyjyu

## Contact

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(647) 975-1990

## WORK EXPERIENCE

### Software Engineer | TheRedPin.com

Jan 2016 – now

– with Bootstrap, jQuery, Salesforce (Apex, Visualforce), REST API, Node.js, Express, React Native

- Took ownership of capturing leads from paid advertising channels by building a landing page (Visualforce Bootstrap, jQuery) optimized for conversion and a backend in Salesforce (Apex) designed to handle complex signup scenarios. Managed and executed on the entire project: from design, planning and implementation to testing and iteration. Approximately \$1M worth of search engine advertising traffic will be directed to this site annually.
- Led the development of a React Native mobile app designed for real estate agents using the Salesforce Mobile SDK.
- Developed a text messaging service with Twilio and Google Places API for mailing list registration and neighbourhood info inquiry at open houses.
- Conceptualized and built a scheduling system for generating weekly conversion rate reports that deprecated a poor existing solution.
- Built a Scratch-and-Win web application for a real estate trade show.
- Wrote a Node.js web service that syncs Facebook leads to Salesforce.

### Software Engineer | TheRedPin.com

May – Aug 2015

– with Salesforce (Apex, Visualforce), Excel VBA

- Automated a full-time business analytics position within the organization that previously demanded 100k+ in salary, notably:
- Built a cohort analysis model for lead tracking and assessing the effectiveness of marketing channels in Salesforce, consisting of:
  - web display of detailed statistics across conversion stages broken down by cohort and acquisition channels
  - scheduled monthly data snapshot that tracks changes over time
- Developed a unit economics model in Salesforce assessing the cost effectiveness of cohorts across marketing channels.

## ACTIVITIES & INTERESTS

### Backend Developer | Hack the North

Mar 2016 – now

– with Python, Tornado, SQLAlchemy

One of the organizers for Canada's largest international hackathon. Currently building updated API endpoints and restructuring database schemas.

## PROGRAMMING PROJECTS

### Watchr – Hack Princeton

Apr 2016

– with Node.js, socket.io, Google Maps API, Android

A crisis management system that issues alerts and estimates the location of suspicious sound activities using sound level data gathered from mobile devices. Winner of the \$500 Most Socially Impactful prize.

### SiteSee – PennApps XII

Aug 2015

– with Android, IBM Bluemix visual recognition API

Mobile app built to help the visually-impaired navigate the world around them by describing the content of image captures using visual recognition.