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 (Bootstrap, jQuery) optimized for conversion and a backend (Apex) integrated with Salesforce 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.