

# Lucy Yu

## LANGUAGES

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

## 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

## Contact

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(647) 975-1990

## WORK EXPERIENCE

### Software Engineer | TheRedPin.com

Jan 2016 – now

– with Bootstrap, Salesforce, Node.js, Express, React Native, REST

- taking ownership over building a fully responsive Search Engine Marketing microsite; managing and executing on all aspects of the project:
  - UI/UX design, implement (front and back end), test, launch, monitor, iterate
- leading the development of a mobile app designed for use by the company's real estate agents, using React Native and the Salesforce Mobile SDK
- developed an interactive SMS (text messaging) service for mailing list registration and neighbourhood information inquiry at open houses using Twilio and Google Places API
- conceptualized and built a scheduling system for generating weekly conversion rate reports that deprecated a poor existing solution
- wrote a Node.js web service that syncs Facebook leads to Salesforce

### Software Engineer | TheRedPin.com

May – Aug 2015

– with Salesforce (Apex, Visualforce), REST, 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, 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 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 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

### Evently – Hack the North

Sep 2015

– with Android, Google Maps API, Firebase

mobile app built for easy discovery and sharing of nearby public events

### 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