

Lucy Yu

LANGUAGES

C, C++, Java, bash,
Racket (PLT Scheme), Apex,
Javascript, HTML, CSS,
Ruby, Python, VBA, Swift,
Haskell, Turing

TOOLS, LIBRARIES & FRAMEWORKS

Android Studio, Eclipse, git,
Bootstrap, jQuery,
Meteor.js, Ruby on Rails

EDUCATION

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

AWARDS

Dean's Honour List,
President's Scholarship
(with Distinction),
Top 10% in Euclid
Mathematics Contest,
Top 15% in Sir Isaac
Newton Physics Exam,
1st place female team in
ECOO Regional
Programming Contest
(2014)

EXTRA-CURRICULARS

Operations Director at the
Entrepreneurship Society
(First Year University),
President of the Visual Arts
Council (Secondary School)

WORK EXPERIENCE

TheRedPin.com

Toronto, ON

SOFTWARE ENGINEER

May 2015 – Aug 2015

automated a full-time business analytics position in the organization that previously demanded over 100k in salary

developed the cohort analysis model for lead tracking and assessing the effectiveness of marketing channels, consisting of:

- web display of detailed leads information across various stages broken down by cohort and acquisition channels
- scheduled monthly data snapshot that monitors the changes of leads over time
- interface for administrators to manage backend data

developed a unit economics model that assesses the costs of a making a sale depending on lead cohort and marketing channel by

- analyzing the cohort's phone call records and touring information
- consolidating the above information with brokerage expenses

created scheduled recording processes and graphic display of the company's weekly sales and lead conversion metrics

built a lead conversion rates calculator that outputs to formatted web page and excel files given granular filter criteria

wrote and tested batch scripts that accurately attribute the source of inbound leads by analyzing phone call records

built a test data management tool for the production environment

repurposed existing code to develop customizable alarms that send out email alerts when no new leads have been received by the database in a given time interval

PROJECTS

EVENTLY

Sep 2015 @ Hack the North

an android application built with Firebase and Google Maps for discovering and sharing local public events; ideal for use on university campuses and tight-knit local communities

SITESEE

Aug 2015 @ PennApps XII

an android application that uses Bluemix's visual recognition API and text-to-speech to describe image captures; built to help the blind/visually-impaired understand the world around them

GAME OF LIFE

Jul 2015

a Conway's game of life simulator built with Javascript, CSS, and HTML