Lucy Yu

LANGUAGES

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

TOOLS, LIBRARIES & FRAMEWORKS

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

EDUCATION

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

AWARDS

Dean's Honour List, 1st place female team in Educational Computing Organization of Ontario Regional Competition (2014), Top 10% in Euclid Mathematics Contest, Top 15% in Sir Isaac Newton Physics Exam

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

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

automated both scheduled recording 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

SITESEE   PennApps XII (Fall 2015)

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

EVENTLY   Hack the North (Fall 2015)

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

GAME OF LIFE   Personal (Jul. 2015)

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

http://lucyyu.me • github.com/lucyyu24 • ja2yu@uwaterloo.ca • 647-975-1990