

Lucy Yu

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LANGUAGES

C/C++, Javascript, Java, Python, Racket, bash

FRAMEWORKS

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

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 avg)

Top 10% in Euclid Mathematics Contest

Top 14% in Sir Isaac Newton Physics Exam

EXPERIENCES

Software Engineer | TheRedPin.com

Jan – Apr 2016

React Native, Node.js, Express, Bootstrap, jQuery, Salesforce (Apex, Visualforce)

- Took ownership of designing, building and testing a Search Engine Marketing site where \$1M of annual advertising traffic will be sent to, with:
 - a landing page and signup form (Visualforce, Bootstrap, jQuery) optimized for capturing and converting leads
 - a backend in Salesforce (Apex) designed to handle complex signup scenarios and reliably store lead information
- Led the development of a React Native mobile app designed for real estate agents using the Salesforce Mobile SDK.
- Developed a messaging service with Twilio and Google Places API for mailing list registration and neighbourhood info inquiry at open houses.
- Wrote a Node.js web service that syncs Facebook leads to Salesforce.
- Conceptualized and built a scheduling system for generating weekly conversion rate reports that automated a manual solution.
- Built a Scratch-and-Win web application for a real estate trade show.

Software Engineer | TheRedPin.com

May – Aug 2015

Salesforce (Apex, Visualforce), Excel VBA

- Automated business analytics processes that previously costed the organization over \$100K annually.
- Built a cohort analysis model for lead tracking and assessing the effectiveness of marketing channels in Salesforce, consisting of:
 - a display (Visualforce) of detailed statistics across conversion stages broken down by acquisition channels
 - scheduled data snapshots (Apex) tracking changes in figures over time
- Conceptualized and developed a unit economics model in Salesforce assessing the cost effectiveness of cohorts across marketing channels.

Backend Developer | Hack the North

Mar 2016 – Present

Python, Tornado, SQLAlchemy

- Refactoring API endpoints in preparation for this year's registration.
- Contributing as an organizer for Canada's largest international hackathon.

HACKATHON PROJECTS

Watchr – Hack Princeton

Apr 2016

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

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

SiteSee – PennApps XII

Aug 2015

Android, IBM Bluemix's 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.