

SUMMARY

Full stack web developer with 3+ years of expertise in developing end-to-end business applications with a focus on UI/UX-driven frontend and business-oriented backend. Demonstrates critical-thinking and problem-solving capabilities to generate user-centric ideas and streamline project workflows. Proven leadership skills in managing teams, leveraging strong communication abilities to drive successful project completion and foster cross-functional relationships. Specializes in JavaScript, React and Node.

EXPERIENCES

Vpon Big Data Group Software Engineer

Oct 2020 - June 2023

- Launched a new ad conversion feature in a React/RoR/MySQL-based campaign management system, leaving a strong impression on esteemed clients like Rakuten and Casio
- Deployed a Nuxt/Express/MySQL-based creative generation product, resulting in a 50% streamlining of campaign implementation processes
- Enhanced a Next/Express/MySQL-based ad upload product, reducing team workloads by 60% and ensuring smooth operations
- Mentored and arranged daily tasks for a team of junior engineers, resulting in successful project completion and the professional growth of team members
- Executed daily delivery of mobile advertisements on ad networks and demand-side platforms, meeting stringent timelines and quality standards
- Responsible for maintaining Node/Ruby-based APIs through the utilization of bash cron job tools, ensuring the stability and functionality of the systems

Taiwanese Junior Chamber of Commerce New York Web Developer Freelancer

Jan 2020 – Oct 2020

- Maintained a blog on the Ghost platform, similar to WordPress, ensuring the blog content was regularly updated and optimized for a seamless user experience
- Collaborated with the Ghost support team to installed a membership function as a plugin, enhancing user engagement and expanding the blog's reach
- Integrated Algolia and Zapier API tools to automate a membership search engine within the Ghost platform, improving search functionality and enabling users to easily find relevant membership-related content

Roman & Sunstone Inc./ Istar Group Sourcing Assistant

June 2015 – Aug 2019

- Established standard operating procedures and developed document templates with embedded formulas to optimizing efficiency and accuracy, streamlining production processes by 50%
- Analyzed historical data and built a logistics policy, including mode and carrier selection, resulting in a 5-10% reduction in freight costs for the business
- Assessed planners' forecasts and warehouse stock reports to minimize liability inventory by 20%, improving inventory management and cost control

EDUCATIONS

Certificate of Full Stack Web Development from Rutgers University, NJ

Sep 2019 - Dec 2019

Master of Science from Stevens Institute of Technology, Hoboken, NJ

SKILLS

Node.js, React.js, Next.js, Vue.js, Nuxt.js, Express.js, mySQL, JavaScript, HTML, CSS

LINK

<https://www.linkedin.com/in/peiyu-wu-109a048b>