





# Shirley Xiaolin Xu

Full-Stack Product Engineer | [www.OutsideTheBox.live](http://www.OutsideTheBox.live)

Well-rounded software engineer, experienced in satisfying stakeholder needs and excels in cross-functional teams.

## Contact

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## Projects

[BudBud: A Buddy for your Bud!](#)

BudBud features a Python backend, dynamic jQuery UI, a relational database seeded with web-scraped data and managed with PostgreSQL, maps rendered with Google Maps API, and original web design.

Meet your perfect cannabis companion: [budbud.outsidethebox.live](http://budbud.outsidethebox.live)

## Education

### Hackbright Academy

*Software Engineering Fellowship*  
San Francisco, CA  
March 2018

### University of California, San Diego

*Masters of International Affairs*  
International Business Management  
Environmental Policy  
*B.A. International Political Economy*  
1 of 6 students in accelerated BA/MIA  
June 2016 | GPA: 3.7

## Experiences

### Co-Founder, Client Relations

Nov 2016 – Aug 2017

#### *Silverfly Model Agency*

Boutique talent agency serving Shenzhen, Guangzhou, Hong Kong, and Macau.

- Promoted client-based small business through social media and field sales
- Connected 400+ freelance foreign models to opportunities, eliminating overhead costs

### Business Development Associate

Jun 2016 – Nov 2016

#### *Tridge Trade*

- Collaborated with 20 employees from 12 countries at a Series-A start-up
- Generated leads, negotiated contracts, & maintained client relationships
- Created internal business proposals to identify profitable trades, including:
  - Extensive market research, market sizing, and revenue forecasting
  - Due diligence on country-specific import / export operations
  - Product development and marketing strategies

## Skills

### Languages:

Python, JavaScript, SQL, HTML/  
CSS, Spanish, Chinese, English

### Frameworks/Libraries:

Flask, jQuery, Jinja, Bootstrap,  
React.js, BeautifulSoup

### Database/Industry Tools:

PostgreSQL, Command Line, Git,  
Github, Heroku, STATA, AWS

### Software:

Photoshop, Excel, Gimp

### Strategy:

Agile Development, Cost-Benefit  
Analysis, Porter's 5 Forces

### Project Manager (Freelance)

May 2015 – Aug 2016

#### *Sense Consulting / Lumina Learning*

Managed 3 interns working directly with the CEO & Executive Assistant of Sense Consulting, regional partner of UK-based Lumina Learning

- Compiled comprehensive bilingual 10-year market entry plan into China:
  - Market competitive analysis, including 14 products and 26 companies
  - 2-year Cash Flow projections and budgeting proposals
  - Branding and marketing strategies based on UX feedback from surveys and customer interviews (including competitors' clients)

### Student Organizations Advisor

Sep 2014 – Jan 2016

#### *International House at UC San Diego*

Supervised collegiate chapters of Model United Nations, Rotary International, International Refugee Connection, and other affiliates of International House.

- Mentored student leadership, planned and monitored events
- Collected data on event attendance, demographics, feedback, and operations to evaluate intern performance
- Boosted organization growth: fundraised \$1000+ per quarter, pioneered marketing and brand awareness initiatives through guerrilla advertising