Shirley Xiaolin Xu

Full-Stack Product Engineer | Business Development Consultant

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

Contact

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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

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

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*

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

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