

Jeffrey Chiu

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SUMMARY

Software Engineer with 5+ years of experience designing, developing, and deploying platform frontends, user interfaces, RESTful web services, and APIs. Focused on leveraging the latest frontend technologies and frameworks to build and implement innovative solutions that enhance functionality, user experience, performance, and scalability.

SKILLS

- **Engineering:** Frontend, UI/UX, RESTful Web Services, API Design, Databases, CI/CD, Testing, Documentation
- **Leadership:** Technical Project Management, Agile/Scrum, Process Improvement, Cross-functional Collaboration
- **Technologies:** TypeScript, JavaScript, React, Redux, Node.js, Webpack, D3.js, Express.js, Sails.js, jQuery, Python, Ruby, Ruby on Rails, SQL, GraphQL, Markdown, PostgreSQL, MariaDB, SQLite, Jest, Enzyme, React Testing Library, CSS, SCSS, Sass, HTML, Git, Jira, Confluence, Figma, Postman, Jenkins, Docker, AWS, GCP, Redis, Datadog

RELEVANT EXPERIENCE

Senior Software Engineer, WPP Media

October 2022 – Present

- Designed, developed, and deployed frontend features for a media activation platform to deliver audience insights and optimized media buying strategies for advertisers using AI and predictive analytics.
- Increased user engagement by **25%** by integrating 3rd-party APIs to extract data, enabling customers to define and execute a unified ad strategy across multiple programmatic advertising buying platforms.
- Refactored the application form wizard by eliminating Redux dependencies and managing form state using custom and built-in React hooks.
- Led the proof-of-concept to migrate application data retrieval to GraphQL, including architecting and implementing full compatibility with Node.js API layer.
- Increased platform data analytics utilization by refactoring existing and building new D3.js data visualizations, making them more intuitive and interactive.
- Improved data storage and retrieval performance by optimizing database queries and API routes.
- Rebuilt the landing page dashboard table, creating a new database table with automated Python backend updates, and building custom React graphs per row to provide richer performance insights.
- Created and launched an AI messaging chatbot to streamline customer service and support by developing and implementing the entire user interface and creating endpoints to integrate MS Azure AI Service.
- Mentored and onboarded engineers, providing guidance on best practices, code standards, and team workflows to accelerate their ramp-up and productivity.

Software Engineer, WPP Media

August 2021 – October 2022

- Increased application-enabled spending by **150%** by partnering with 3 engineers to completely redesign the web application using React, implement a new UI/UX design, and eliminate legacy code.
- Built and implemented reusable React components for the web application using Figma design specifications.
- Accelerated releases and increased efficiency by automating deployments with Jenkins-based CI/CD pipelines.
- Expanded code coverage by **25%** by writing unit/integration tests using Jest, Enzyme, and React Testing Library.

Web Developer Volunteer, Stop Abuse Campaign

May 2021 – September 2023

- Designed, developed, and deployed responsive home and about pages using JavaScript, jQuery, PHP, HTML, and CSS for a non-profit that prevents adverse childhood experiences through public policy and education.
- Improved site accessibility and UX by transforming the resources page with new navigation and search functionality.

EDUCATION

- Full Stack Web Development Certification, Flatiron School
- Bachelor of Business Administration in Advertising & Marketing Communications, CUNY Baruch College