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, D3.js, Express.js, Sails.js, jQuery, Node.js, Python, Ruby, SQL, PHP, Ruby on Rails, PostgreSQL, MariaDB, SQLite, Jest, Enzyme, React Testing Library, CSS, SCSS, Sass, HTML, Git, Jira, Confluence, Figma, Postman, Jenkins, Docker, AWS, GCP, Redis, Datadog, WordPress, Adobe Photoshop

RELEVANT EXPERIENCE

Senior Software Engineer, Choreograph   **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 platforms APIs to extract data, enabling customers to define and execute a unified ad strategy across multiple demand-side platforms.
- Refactored the entire form wizard by eliminating Redux dependencies and optimizing form state management using custom and built-in React hooks.
- 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.
- Increased platform data analytics utilization by creating intuitive, interactive data visualizations using D3.js.
- Drove Google Chrome extension adoption by **15%** by revamping the UI with React and expanding DSP compatibility.
- Improved data storage and retrieval performance by optimizing database queries and API routes.
- Reduced engineer ramp-up time by **20%** by restructuring onboarding and improving engineering documentation.

Software Engineer, Choreograph   **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