

**YICHEN LU** yichen.luu@gmail.com | (646) 732-5665 | US Citizen

7 years of experience specializing in **React**, **TypeScript**, and **Next.js**. Highly skilled in leading independent and collaborative projects, with a strong focus on delivering optimized, scalable, and user-centric web applications. Proficient in **GraphQL**, **REST APIs**, **Performance Optimization**, and **Cloud Services (AWS)**, with hands-on expertise in **SEO**, **CI/CD**, and **Agile** methodologies. Adept at combining technical excellence with a passion for intuitive design, driving product-focused solutions that enhance user experience and performance across the stack.

**EDUCATION** University of Rochester 2017 Computer Science B.A; Major GPA: 3.75 *Dean's List*

**KEY SKILLS** React, Next.js, TypeScript, JavaScript, GraphQL, REST APIs, SEO, Performance Optimization, Leadership, Mentoring, Agile, CI/CD, AWS, Cloud Services

## WORK HISTORY

**Senior Software Engineer at StockX** - Remote, US (05/2021 - 10/2024)

*Key Technologies:* React, Next.js, TypeScript, GraphQL, React Query, Redux, Chakra UI, A/B Testing, INP, SSR, JavaScript, UI/UX, CSS, Responsive Design, Agile, SEO, Cross-Platform Development, S3, AWS

- Pioneered the implementation of the 'As Seen on Instagram' feature, seamlessly integrating Instagram tagging across 10,000+ product listings, enhancing discovery and engagement. Drove a 0.32% increase in buyer conversion rate from social-tagged products, significantly boosting social proof and user interaction.
- Led web performance optimization efforts, cutting Interaction to Next Paint (INP) from ~400ms to 200ms, elevating user experience. Executed high-impact A/B tests on conversion drivers, such as Urgency and Price Drop CTAs, resulting in a 3.9% conversion lift across mobile and desktop platforms.
- Architected and launched the Shareable List feature, scaling user engagement from 400 initial lists to over 1 million in 10.5 months. Directed cross-platform integration, synchronizing efforts through regular syncs with product teams. Collaborated closely with Product Managers to ensure beta testing success, alignment of requirements, and timely delivery.
- Enhanced code quality and development efficiency by introducing CI GitHub checks, automating the detection and removal of unused code across 40+ files. Spearheaded modular redesign of core components, improving scalability and reusability while accelerating development speed and reducing technical debt.

**Full-stack Software Engineer at CultureIQ** - New York, NY (10/2017 - 05/2021)

*Key Technologies:* AWS Translate, S3, Python, Django, Angular, TypeScript, PostgreSQL, Elasticsearch, REST APIs, Agile, CI/CD, AWS Lambda, Docker, Microservices

- Revamped PowerPoint export functionality with custom template options, achieving 99% adoption across the

organization. This enhancement streamlined client-specific presentation outputs, directly supporting contract renewals and improving client alignment in branding, driving successful negotiation outcomes.

- Mentored and onboarded a new full-stack engineer, accelerating their integration by resolving technical blockers and guiding best practices. Facilitated knowledge transfer within a small, agile team, enhancing project handovers and fostering a collaborative, high-impact engineering culture.
- Integrated AWS automated translation services and Elasticsearch, enhancing multilingual search accuracy and supporting global expansion initiatives. Enabled cross-language keyword search capabilities, which improved client satisfaction, secured new contracts, and received positive customer feedback.

### **Research Assistant at Rochester HCI Research Group** - Rochester, NY (05/2016 – 05/2017)

*Key Technologies:* HTML, CSS, jQuery, SnapSvg, Chart.js, Natural Language Processing (NLP), Sentiment Analysis, Data Visualization, Front-End Development, Research Collaboration, UI/UX, Interactive Platforms

- Architected and developed the front-end for "CoCo: Collaboration Coach," an AI-powered platform leveraging NLP and sentiment analysis to assess team dynamics in video conferencing. This foundation enabled published research (ACM Digital Library, 2018) and advanced understanding of collaborative interactions.
- Collaborated with a cross-functional team of six (engineers and UX researchers) to implement AI-enhanced interfaces and interactive data visualizations, providing real-time feedback and insights to improve user engagement and facilitate actionable research outcomes.
- Integrated advanced sentiment analysis algorithms into CoCo, utilizing front-end frameworks and data visualization libraries to deliver clear, actionable insights on group dynamics. This approach supported in-depth analysis of team collaboration, fostering further research and practical applications.

## **PROJECTS**

### **URAbroad** 09/2016 – 05/2017

*Key Technologies:* React, Redux, Django, Heroku, Django REST Framework, Full-Stack Development, User Authentication, Map Integration, Backend APIs, Team Leadership, Collaboration.

- Led a small team in developing a full-stack prototype for a potential study abroad application, collaborating with the University of Rochester web team. Utilized React/Redux, Django, and Heroku to build a scalable, robust foundation that aligned with institutional goals.
- Directed the development of essential features, including user authentication and map integration, ensuring a seamless and secure user experience. Prioritized usability and functionality, enhancing accessibility for prospective study abroad applicants.