

Yuxian(Bill) Xu

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SUMMARY

Creative and detail-oriented web developer with 3 years of experience in creating intuitive websites and adapting code for specific tasks. Skilled in the agile development environment, using JavaScript and frontend frameworks and libraries like React, Vue, Vite, NodeJs, and Restful services, and working with PHP, WordPress WooCommerce, Shopify pages, and UI/UX tools such as Figma, Adobe to reach marketing goals.

EDUCATION

Web Development Diploma <i>BrainStation - Vancouver, Canada</i>	<i>Oct 2021 - Jan 2022</i>
Google UX Design Professional Certificate <i>Coursera - Vancouver, Canada</i>	<i>Apr 2022 - Oct 2022</i>
Master of Business Administration <i>Capital University of Economics and Business - Beijing, CN</i>	<i>Sep 2006 - Jun 2009</i>

TECHNICAL SKILLS

Languages: JavaScript, Java, PHP, Python

Tools: React, Vue, ES6, Typescript / Node.js, Express.js / Next.js, Redux, Vuex, Pinia / REST APIs, GraphQL / MongoDB, MySQL, PostgreSQL / Tailwind CSS, Material UI / Jest, Vite / AWS S3, Git, Jira, Figma, Adobe XD

EXPERIENCE

Frontend Developer *Mar 2022 - Present*
Groupers Inc, Vancouver BC, Canada

- Built and deployed a full functional and modern E-commerce website with React context API, hooks, MongoDB/Mongoose, PayPal payment gateway, JWT Authentication, and Cloudinary storage.
- Implemented key modules such as product listing, shopping cart, checkout page, and shipment tracking by designing intuitive pages and adapting based on feedback from the UX/UI team, following the Agile Software Development Life Cycle using Jira Scrum and Kanban, resulting in a fancy website with 160+ visitors daily.
- Designed and built a responsive blog using MongoDB, Express, and Node.js in the back-end, REST API, Vue.js, and Vuetify in the front-end to provide a user interface to create new posts, upload images, and edit or delete posts.

Full Stack Developer *Oct 2021 - Mar 2022*
Freelancer, Vancouver, Canada

- Designed and built a standard portfolio website and achieved 100% unit test coverage with Jest. Implemented router and dynamic pages for home, project, experience, and blog pages. Deployed on AWS with Amplify Command Line Interface (CLI).
- Created 3 full stack websites for local businesses and developed 120+ WordPress and Shopify webpages and widgets using PHP, MySQL, CSS, and tools such as WooCommerce, Elementor, and Shortcodes.
- Implemented SEO strategies for two websites. Achieved a 37% increase in Google search ranking performance by customizing structured data, tailoring robot.txt files, optimizing media sizes, updating page metadata, collaborating with the marketing team on targeting keywords phrases, and implementing caching.

WordPress Developer *Jan 2020 - Oct 2021*
Triple C Comm, Manitoba, Canada

- Enhanced Content Management System(CMS) for three online pharmacy websites. Created health-related content, blogs and weekly newsletters for 100K+ users. Integrated email sending services, social media landing page low code platform, and user subscriptions management system. Improved weekly newsletter links-click rate from 2.1% to 4.8%.

Co-founder *Feb 2011 - Apr 2015*
Search Biotech, Beijing, China

- Co-found a molecular diagnostics company and grew the company to 16 employees with R&D and sales teams. Generated 4.2 million (USD) annual revenue. Sold the company for 3 million (USD) in cash and returned the cash to shareholders.

PROJECTS

- Zonama:** Full-featured E-commerce app built with NextJS, MongoDB, PayPal gateway, Google Maps, and Material UI(MUI).
- CloudRoom:** Live streaming app like Zoom for creating new classrooms developed with webRTC technology by Agora SDK API.
- CardBlog:** Full-stack project using MongoDB, Express Js, Node Js to create RestFul API. Then consumed this API with Vue.js.
- FeedsMe:** News API published on RapidApi.com that can be customized by any target keyword and news source.
- TripleWin:** Online two-player game built with React Typescript, Tailwind, local storage and the blazingly fast Vite build tool.