KEN XU

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TECHNOLOGIES

DAY-TO-DAY

- Laravel
- PHP / MySQL
- Linux, Nginx, Ubuntu
- Git
- UX / UI
- Mobile First Design

- Bootstrap
- Photoshop
- Illustrator
- Google Analytics
- SEO

RELATED EXPERIENCE

LARAVEL DEVELOPER

Bay Panda, Hayward, CA | Jan 2019 - Present

As the primary developer on the company's flagship product, played a key role in building BayPanda.com into one of the best online classifieds within the Chinese community in the Bay Area.

- Use Laravel to develop all core functions of the site
- Proficient experience with Eloquent ORM, blade templating engine, routing, controllers, middleware, RESTful APIs, task scheduler and and queue management etc.
- Familiar with Ubuntu Server Setup and Management
- Create automated emailing system for notification and newsletter
- Browser compatibility testing, debugging, and database query optimization
- Responsible for monitoring XAMPP data log to discovery code errors
- Apply SEO practices to increase site traffic
- Apply a wide breadth of technical skills, Internet knowledge to convert business ideas into online applications

FRONT-END DEVELOPER

PartyCity.com, Pleasanton, CA | 2014 - 2016

Worked as a front-end web developer and collaborated with designers, project managers, engineers, and cross-functional teams to enhance the functionality and user experience of PartyCity.com.

- Create an maintain the front-end standards document and oversaw production of Javascript, HTML, and CSS
- Worked with a team to deliver projects on time and within budget
- Test front-end code in multiple browsers to ensure cross-browser compatability
- Front-end code debugging

MULTIMEDIA COORDINATOR

Moreau Catholic High School, Hayward, CA | 2014 - 2015

Serve as the primary online administrator of the organization. Build and maintain the school site and increase its online marketing presence. Help build brand and keep up with trends in marketing, including social networking strategies.

- Work with Adoble ColdFusion framework, in charge of creating an user-friendly, responsive, e-commerce equipped website from scratch
- Hand code HTML email newsletter
- Code and optimize pages with SEO techniques
- Generate and organize data from Google Analytics for marketing purpose
- Work with the graphic design and build out HTML web pages base on markups
- Deploy online marketing for fundraising campaign of different departments