

# KEN XU

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## TECHNOLOGIES

### DAY-TO-DAY COMFORT

- HTML 5 / CSS3
- PHP / MySQL
- Database Design
- Wire-framing / UX Design
- XAMPP Development
- Mobile First Design
- Bootstrap
- Photoshop
- Illustrator
- Google Analytics
- Google Adwords/AdSense

### EXPERIENCE WITH

- JS/JQuery
  - Simple Expression
  - HTML DOM Parser
  - PHP Mailer
  - Git Version Control
  - WordPress
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## EXPERIENCE

### FRONT/BACK-END PHP DEVELOPER

#### **Panda Posting Inc, San Francisco, CA | Jan 2014 - Present**

Serve as the primary web developer on company's flagship product pandaposting.com. Help build and grow the site to be one of the most popular online classifieds in the Chinese community of Bay Area.

- Use PHP & MySQL to develop all core functions of the site
- Develop all the user interface pages using HTML, DOM, CSS, JavaScript, Bootstrap, JQuery
- Create PHP web scraper
- 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 DEVELOPER

#### **PartyCity.com, Pleasanton, CA | Sep 2014 - Present**

Serve as the front-end web developer and work with designers, project managers, engineers, and cross-functional departments to improve partycity.com.

- Create and maintain the front-end standards document and oversaw production of Javascript, HTML, and CSS
- Test front-end code in multiple browsers to ensure cross-browser compatibility
- Front-end code debugging

### MULTIMEDIA COORDINATOR

#### **Moreau Catholic High School, Hayward, CA | Apr 2014 - May 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 Adobe 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
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## EDUCATION

### B.S IN CIVIL ENGINEERING

San Jose State University, San Jose, CA | Class of 2009