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DANIEL ZHU

SKILLS

HTML, CSS, ReactJS/NextJS, Typescript, GraphQL(Prisma), Docker, Kubernetes, AWS, CI, Git, HTML Preprocessor, CSS Preprocessor, Storybook, Visualization libraries (D3, Highchart, Leaflet), PHP, WordPress (theme and plugin), React Native, Cordova

EXPERIENCE

Inxeption, Cupertino, CA – *Director, Front End Development*

Nov 2021 – Aug 2024

- Led collaborative efforts with Product Engineers to conceptualize, interpret, and outline requirements, focusing on technical strategies, time-to-market considerations, and feasibility assessments.
- Developed robust web applications using React.js, Next.js, and Typescript, employing cutting-edge technologies to meet diverse business requirements.
- Constructed reusable React.js components, fostering efficiency across various applications.
- Contributed to the formulation of plans, wireframes, and delivery schedules, aligning development with business objectives.
- Led and mentored a team of junior and senior front-end developers, providing guidance, conducting code reviews, and ensuring adherence to best practices.
- Offered support and direction to offshore teams, holding evening meetings to ensure timely delivery of features.
- Implemented and monitored UI performance tools such as Lighthouse and Google Search Console.
- Spearheaded the development of unit tests, test automation, and supported acceptance testing.
- Ensured feature delivery in accordance with commitments, adhering to 11security, compliance, and coding standards.
- Played a pivotal role in optimizing inxeption.com, establishing page templates, reusable components, and CSS frameworks to accelerate development.
- Contributed to the ideation and implementation of marketplace features and revenue-driving pages.

Inxeption, South SF, CA / Brisbane, CA – *Senior Web Development Engineer*

Sep 2017 - Nov 2021

- Spearheaded the architectural design of comprehensive HTML/CSS frameworks for diverse web applications, overseeing multiple revisions to optimize functionality.
- Established and maintained a versatile component library utilized across various applications within the company, ensuring consistency and efficiency in development.
- Innovatively developed a WordPress plugin to seamlessly integrate data from our application into any WordPress site, transforming it into a dynamic e-commerce solution.
- Played a crucial role in the evolution of inxeption.com, contributing to multiple versions and ensuring alignment with evolving business objectives and user experiences.
- Collaborated closely with the Director of UX and the engineering team, actively shaping application UI and UX strategies to enhance overall user satisfaction.
- Provided valuable support to the marketing team, addressing day-to-day business requirements and fulfilling SEO requests to optimize the online presence of our products and services.

GoldenKey SF, CA – *Senior Software Engineer*

Aug 2016 - Nov 2017

- Led the overhaul of the web application's UI/UX, implementing a comprehensive revamp to enhance user experience and interface aesthetics.
- Assumed responsibility for the UI of app development, taking over from the offshore team, and ensuring seamless continuity in project execution and delivery.

Recommind/OpenText SF, CA – *Web Developer*

Sep 2013 - July 2016

- Contributed to the development of the next-generation eDiscovery web application, focusing on enhancing the user interface (UI) and user experience (UX) to meet the evolving needs of the platform.
- Established a reusable component library, streamlining the development process and fostering consistency across the eDiscovery web application.

SolutionSet SF, CA – *Front End Developer*

Apr 2011 - Aug 2013

- Specialized in front-end development with a primary focus on the Jive platform. Produced clean HTML/CSS code and reusable JavaScript components, ensuring seamless functionality across various browsers and platforms.
- Provided consulting services for prominent companies such as Apple, Tivo, Cisco, etc., offering expertise in front-end development and contributing to the success of their digital initiatives.

Brightstorm SF, CA – *Senior Software Engineer*

Apr 2009 - Apr 2011

- Contributed to the development of the next generation of an online education platform, actively involved in creating innovative features and maintaining existing pages. Utilized HTML, CSS, JavaScript, Zend

Framework (PHP), and the LAMP stack to ensure a robust and dynamic user experience.

- Implemented optimization strategies to enhance the platform's visibility in Google search results. Leveraged video content in search results, strategically placing our links on the first page to maximize online presence and reach.

Wells Fargo SF, CA – *HTML Developer*

Apr 2008 – Apr 2009

- Contributed in developing Wells Fargo's alert system, focusing on creating a secure alerts portal UI. Responsible for designing and implementing alert email templates.

Zipzoomfly Newark, CA – *Content Developer*

July 2007 – Apr 2008

- Contributed to the development of revenue generating landing pages, collaborated with senior team members on the maintenance of the existing site, and engaging in graphic design and flash animation projects.
- Notably, created a flash-based notebook configurator, demonstrating proficiency in both interactive design and development for an engaging user experience.

EDUCATION

San Jose State, San Jose, CA – *BFA, Digital Media Art 2007*