

Daniel Zhu

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<https://www.thedepartedonline.com>

PROFESSIONAL SUMMARY

With over 17+ years of experience in Front-End development and 3+ years in leading teams of engineers to solve complex business use cases in B2B and B2C space. My ability to mentor engineers, implement complex UI/UX workflows on time with quality, and my positive attitude towards work is highly regarded by my colleagues. I am looking forward to bringing the same to my next role.

EXPERIENCE

Director, Front End Development, Inxeption

11/2021 - 08/2024

- 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.
- Offering 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.

Senior Web Development Engineer, Inxeption

09/2017 - 11/2011

- 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 inxception.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.

Senior Software Engineer, GoldenKey

08/2016 - 09/2017

- 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.

Web Developer, Recommind/OpenText

09/2013 - 07/2016

- 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.

Front End Developer, SolutionSet

04/2011 - 08/2013

- 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.

Senior Software Engineer, Brightstorm

04/2009 - 04/2011

- 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.

HTML Developer, Wells Fargo

04/2008 - 04/2009

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

Content Developer, Zipzoomfly

07/2007 - 04/2008

- 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

BFA, Digital Media Art

06/2007

San Jose State University

SKILLS

HTML5, CSS3, ReactJS/NextJS, Typescript, Ember.js, Backbone.js, SASS/LESS, GraphQL(Prisma), Docker, Kubernetes, ArgoCD, AWS, Jenkins, Jest, Source control (git, subversion, mercurial), Storybook, Test driven development, Jira, Visualization libraries (D3, Highchart, Leaflet), LAMP, WordPress (theme and plugin), React Native, Cordova, User Experiences, Accessibility Standards, SEO.