

YICHEN LU yichen.luu@gmail.com | (646) 732-5665 | US Citizen | [Portfolio: yichenlu.dev](https://yichenlu.dev)

7 years of experience specializing in **React**, **TypeScript**, and **Next.js**. Highly skilled in leading independent and collaborative projects, with a strong focus on delivering optimized, scalable, and user-centric web applications. Proficient in **GraphQL**, **REST APIs**, **Performance Optimization**, and **Cloud Services (AWS)**, with hands-on expertise in **SEO**, **CI/CD**, and **Agile** methodologies. Adept at combining technical excellence with a passion for intuitive design, driving product-focused solutions that enhance user experience and performance across the stack.

EDUCATION University of Rochester 2017 Computer Science B.A; Major GPA: 3.75 *Dean's List*

KEY SKILLS React, React-Native, Next.js, TypeScript, JavaScript, GraphQL, REST APIs, SEO, Performance Optimization, Leadership, Mentoring, Agile, CI/CD, AWS, Cloud Services, LLM, Tailwind CSS

WORK HISTORY

Senior Software Engineer at StockX - Remote, US (05/2021 - 10/2024)

Key Technologies: React, Next.js, TypeScript, GraphQL, React Query, Redux, Component libraries, A/B Testing, INP, SSR, JavaScript, UI/UX, CSS, Responsive Design, Agile, SEO, Cross-Platform Development, S3, AWS.

- **Led the cross-platform launch of Shareable Lists** from mid-project takeover to scale, aligning product, design, and engineering teams across web, iOS, and Android; established async workflows and feedback loops that drove delivery of a 0 → 1 feature adopted by 1M+ users in its first year.
- **Pioneered the implementation of the 'As Seen on Instagram' feature**, seamlessly integrating Instagram tagging across 10,000+ product listings, enhancing discovery and engagement. Drove a 0.32% increase in buyer conversion rate from social-tagged products, significantly boosting social proof and user interaction.
- **Drove web performance strategy** reducing Interaction to Next Paint from ~400ms to 200ms; organized company-wide workshops to align teams on performance best practices. Paired with A/B tests on Urgency and Price Drop CTAs, delivered a 3.9% conversion lift across platforms.
- **Improved frontend performance and scalability improvements** by overhauling image loading and standardizing defaults across teams; also boosted dev velocity by automating unused code detection with GitHub Actions and redesigning modular ProductTile components to reduce tech debt and accelerate delivery.

Full-stack Software Engineer at CultureIQ - New York, NY (10/2017 - 05/2021)

Key Technologies: AWS Translate, S3, Python, Django, Angular, TypeScript, PostgreSQL, Elasticsearch, REST APIs, Agile, CI/CD, AWS Lambda, Docker, Microservices

- Revamped PowerPoint export functionality with custom template options, achieving 99% adoption across the organization. This enhancement streamlined client-specific presentation outputs, directly supporting contract

renewals and improving client alignment in branding, driving successful negotiation outcomes.

- Mentored and onboarded a new full-stack engineer, accelerating their integration by resolving technical blockers and guiding best practices. Facilitated knowledge transfer within a small, agile team, enhancing project handovers and fostering a collaborative, high-impact engineering culture.
- Integrated AWS automated translation services with Elasticsearch indexing, enhancing multilingual search accuracy and supporting global expansion initiatives and enabled cross-language keyword search capabilities, which improved stakeholder satisfaction, positive feedback and secured new contracts and revenues.

Research Assistant at Rochester HCI Research Group - Rochester, NY (05/2016 – 05/2017)

Key Technologies: HTML, CSS, jQuery, SnapSvg, Chart.js, Natural Language Processing (NLP), Sentiment Analysis, Data Visualization, Front-End Development, Research Collaboration, UI/UX, Interactive Platforms

- Architected and developed the front-end for "CoCo: Collaboration Coach," an AI-powered platform leveraging NLP and sentiment analysis to assess team dynamics in video conferencing. This foundation enabled published research (ACM Digital Library, 2018) and advanced understanding of collaborative interactions.
- Collaborated with a cross-functional team of six (engineers and UX researchers) to implement AI-enhanced interfaces and interactive data visualizations, providing real-time feedback and insights to improve user engagement and facilitate actionable research outcomes.
- Integrated advanced sentiment analysis algorithms into CoCo, utilizing front-end frameworks and data visualization libraries to deliver clear, actionable insights on group dynamics. This approach supported in-depth analysis of team collaboration, fostering further research and practical applications.

PROJECTS

GenieMatch 01/2025 – 02/2025

Key Technologies: React-Native, Expo, Nodejs, Vercel, Open AI API.

- Leveraged two weeks of focused learning in React Native and Large Language Models (LLMs) to design and implement a generative AI-powered bio feature for Tinder profiles.

URAbroad 09/2016 – 05/2017

Key Technologies: React, Redux, Django, Heroku, Django REST Framework, Full-Stack Development, User Authentication, Map Integration, Backend APIs, Team Leadership, Collaboration.

- Led a small team in developing a full-stack prototype for a potential study abroad application, collaborating with the University of Rochester web team. Utilized React/Redux, Django, and Heroku to build a scalable, robust foundation that aligned with institutional goals.
- Directed the development of user authentication and map integration, ensuring a seamless and secure user experience. Prioritized usability and functionality, enhancing accessibility for prospective study abroad applicants.