MaxWu

Frontend developer

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Profile

Experienced developer devoted to delivering creative web solutions to improve user experience. Skilled in web development and design with demonstrated ability to deliver from planning to product release. Skilled in scoping product requirements and prioritizing feature roadmaps. Familiar with agile practices, object-oriented architecture and excel at providing cross-functional team support and communication. Detail-oriented with a keen interest in business analytics, creating documentation and optimizing workflows.

Skills

Languages

JavaScript (ES6+), TypeScript, HTML5, CSS/SASS, Ruby on Rails

Frameworks & Databases

React, Next.js, MySQL, PostgreSQL, DynamoDB

Tools

Visual Studio Code, Claude, Cursor, Figma, Jira, NewRelic, MixPanel

Experience

Senior Front-End Developer / Thinkific (Full-Time)

June 2021 - Present, Vancouver

- Transformed the core application from Ember to React to improve performance and modernize experience for enterprise clients
- Created next generation course creation and consumption experiences to capture new market segments
- Collaborated cross-functionally with UX designers, marketing managers, and engineering teams to optimize user interfaces, implement advanced analytics tracking, and ship incremental feature enhancements rooted in user feedback.
- Managed stakeholder communication and alignment across internal teams, ensuring smooth cross-domain rollouts and minimized operational disruption during major feature releases.
- Improved long-term product stability and velocity by supporting technical initiatives like migrating components to TypeScript and optimizing test suites to accelerate deployment cycles.

Front-End Developer / Haven by TZOA (Full-Time)

June 2020 - June 2021, Vancouver

- Owned the end-to-end product delivery of the mobile-friendly web platform Haven Pro.
- Partnered cross-functionally with UI designers and backend engineering to translate complex, real-time IoT telemetry data into intuitive, actionable user dashboards.
- Led product requirement validation to ensure feature feasibility, actively gather user feedback to improve user experiences.

UX Designer & Developer / KORE Software (Full-Time)

June 2017 - Mar 2020, Vancouver

- Optimized user experience for the legacy platform, redesigned and implemented new experience within 6 months, successfully mitigating churn and boosted customer retention.
- Led end-to-end product design processes, from gathering requirements, wireframing to high-fidelity prototyping in Figma to creating a UI library to unify user experiences on different apps.
- Partnered with cross-functional stakeholders to align product design with technical feasibility, establishing a seamless and consistent user journey.
- Built and designed an organization-wide design system, turning fragmented UI elements into a shared component library to streamline engineering workflows.

E-commerce Merchandising Manager / Cymax stores (Full-Time)

November 2013 - December 2015, Burnaby

- Managed product database for over 80,000 products from over 200 brands
- Managed in-house merchandising team and offshore product teams in India and the U.S.
- Worked with vendors on developing category-specific content for better customer experience
- Collaborated with Paid-Search Marketing team to incorporate keywords and category-specific data for better web performance

Education

Software System Engineer - BCIT / Certificate

Sep 2016 - May 2017, Vancouver

Full-time web application development program

Technical Web Design - BCIT / Certificate

Jan 2016 - June 2016, Vancouver

Full-time front-end web development and web design program

Digital Design - Vancouver Film School/Diploma

Dec 2007 - Dec 2008, Burnaby

Motion design and web design

Bachelor of Business Administration - SFU/ Degree

April 2004 - Feb 2008, Burnaby

Major: Marketing

Minor: Philosophy