Kevin Lu

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SKILLS

Languages: JavaScript, HTML/CSS, Python, SQL, C++, C, R
Technologies: SQLite, Node.js, React, Flask, Tailwind CSS, Docker, Git

EDUCATION

University of Toronto | Bachelor of Mathematics   **Sep 2023 - Jun 2027**

EXPERIENCE

Federation of Canadian Secondary Students   **Aug 2022 - Jul 2023**
Frontend Software Engineer   *Toronto, ON*
- Designed and developed more than 50 webpages for the JEDI program initiative using React and CSS, delivering a seamless and engaging new user experience
- Drove a 70% increase in website traffic by following strategic SEO optimization, including keyword integration and internal linking existing webpages
- Boosted click-through rates by 48% as a result of redesigning website UI/UX elements, ensuring mobile responsiveness, and implementing intuitive, visually appealing layouts
- Maintained a steady influx of 1,000 unique monthly visitors by proactively updating and optimizing existing webpages with relevant content while addressing user preferences

Google Ads Analyst
- Strategized and executed Google Ads campaigns using a $10,000 budget to promote recruitment into the JEDI program, effectively attracting qualified Canadian participants
- Conducted in-depth keyword research and A/B testing to refine audience targeting, enhance Quality Scores to 100%, and reduce CPC (cost-per-click) by 5%
- Analyzed ad performance metrics to adjust bid amounts, achieving over 11,000 impressions and generating more than 150 program enrollments across Canada

York Region Chess   **Aug 2022 - Jul 2023**
Frontend Software Engineer   *Toronto, ON*
- Designed and prototyped a website using Figma to meet organizational needs, including features for events, volunteer postings, and daily chess puzzles
- Developed and deployed a responsive website from scratch using JavaScript, HTML, and CSS, ensuring clarity, visual hierarchy, and accessibility
- Implemented web design principles such as consistency, responsiveness, and accessibility to enhance user experience and usability
- Maintained and updated the website by regularly adding new events, volunteer postings, and chess puzzles, ensuring up-to-date content for users

PROJECTS

E-Book Manager (GitHub) | React, HTML/Tailwind CSS, MongoDB   **Oct 2023**
- Designed and implemented a web application for the DaVinci Hackathon, enabling users to search and manage e-books, enhancing accessibility and organization for readers
- Developed a dynamic e-book manager using React and Tailwind CSS, integrating with an external library API to fetch and display book information
- Built user authentication and persistence using MongoDB, allowing users to register, log in, and securely save their personalized e-book data
- Optimized the application's performance by implementing lazy loading and efficient state management, reducing load times and enhancing user experience for seamless e-book browsing and management

ATM Locator (GitHub) | React, HTML/CSS, Google Maps API   **Mar 2023**
- Developed a React-based web application for the YRHacks Hackathon that displayed nearby ATMs based on user-searched locations, addressing banking preferences during the COVID-19 pandemic
- Integrated Google Maps API to display ATM locations dynamically on an interactive map, ensuring accurate geolocation functionality and real-time updates for user convenience
- Implemented a dynamic search feature with location-based filtering to refine results and provide tailored ATM suggestions, enhancing the user experience and improving query precision