

Samantha Chu

Full Stack Software Engineer based in New York City

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RELATED EXPERIENCE

Business Insider

New York, NY

Software Engineer III, Engagement (User Journey Group)

September 2020 – Present

- Develops and implements scalable features in a Node.js application that utilizes Preact for client-side rendering, supporting a user base of 250 million readers.
- Technical Lead for the BI homepage redesign, content recommendation experimentation, and Exceptional Storytelling projects. Collaborates closely with stakeholders, product managers, UX designers, and engineers to define project scope and architect development plans.
- Conducts thorough code reviews and enforces best practices for JavaScript development, ensuring high standards for web performance, SEO optimization, accessibility, and user experience.
- Responsible for responding to production incidents and participates in an on-call rotation to monitor site stability.

Markid

Remote

Product Manager

June 2020 – September 2020

- Conducted market research and analysis to identify customer needs and competitive landscape, which informed product roadmap and strategy.
- Led a team of 8 engineers and 1 designer in the development and launch of the v1.0 Markid iOS application.

Fiserv

King of Prussia, PA

Product Manager Intern

May 2019 – August 2019

- Led daily scrum and biweekly sprint retrospectives to facilitate team's progress toward sprint goals.
- Conducted user testing on features in the Copilot UI and summarized findings to present to stakeholders.

PROJECT EXPERIENCE

Pitch Deck Library, BI Hackathon 2024 Award: Best Job To Be Done

New York, NY

Business Insider

March 2024

- Collaborated as the developer on a team of three (1 PM, 1 UXD) to develop a premium solution for displaying pitch decks to Business Insider subscribed users.
- Successfully delivered a working MVP prototype and presentation to the wider organization within a one-week timeline.

LEADERSHIP EXPERIENCE

Graduate Teaching Assistant at Cornell University

Ithaca, NY

Human-Computer Interaction Design (INFO3450)

- Led weekly discussion sections to review course concepts, facilitate group discussions, and answer student questions.
- Assisted the professor in preparing course materials, including lecture slides, assignments, project guidelines.
- Evaluated and graded student projects and assignments, providing constructive feedback.

Teaching Assistant at Cornell University

Ithaca, NY

Advanced HCI Design (INFO 4400), Designing Tech for Social Impact (INFO4240)

- Provided one-on-one assistance to students during weekly office hours, clarifying course content and providing feedback on assignments.

EDUCATION

Cornell University

Ithaca, NY

Master's of Professional Studies in Information Science, Bachelor of Science in Information Science

Graduated 2020

Concentration in User Experience and Data Science | GPA: 3.90/4.00

- **Relevant Coursework:** CS 2110 (Object-oriented programming), CS 1110 (Introduction to Computing using Python), INFO 2300 (Intermediate Design and Programming for the Web), INFO 3300 (Visual Data Analytics)

TECHNICAL SKILLS

- **Development:** JavaScript (Node.js, React.js, Vue.js, Express.js), Python, Java, R, Handlebars, Webpack, CSS/SCSS, Version Control (Git), Testing, Jira
- **Styling:** CSS/SASS, Responsive Design, Bootstrap, Cross-Browser Compatibility
- **Web Optimization:** Accessibility, Performance, SEO Optimization

HONORS & INVOLVEMENT

- Dean's List (Fall 2018), Teaching Assistant Recognition Award (Awarded June 2020)
- English (Native), Mandarin Chinese (Proficient), Spanish (Elementary), Portuguese (Elementary)