Leo Ji

software engineer, web developer and cat companion

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Frontend software engineer with a passion for building high-quality, scalable, and performant web applications, with over 5 years experience that spans React, Next.js, Node.js, Express.js, Django, and Docker and a strong focus on human-centered design principles.

WORK EXPERIENCE

Rhythm Energy   (Sep 2021 - Feb 2023)
Software Engineer

- Reduced cost-to-serve, click count, and enriched customer experience by implementing a expiring UUID-based session resumption feature for "did you forget to sign up" emails to prospective customers interrupted in the conversion funnel
- Refined renewal sales targeting for ~1000 customers using advanced React components and data processing to enable sales team to offer targeted renewals by sales-identified customer segmenting logic
- Refactored existing code to reduce technical debt, replacing 100+ excessive useEffect/useState calls; simplified a page from over 200 lines to just over a dozen lines of code, massively improving maintainability and stability
- Enabled accelerated development by deploying architectural solutions and data models for event-driven records related to non-energy customer contracts
- Advanced initiatives to reduce code complexity, evangelizing best practices for React and for distinguishing client-side and server-side computations in estimating usage and providing estimated pricing to customers, trade secret data while ensuring a highly responsive and user-responsive browser experience

The Washington Post   (May 2020 - Sep 2021)
Software Engineer

- Boosted customer web advertising CPMs by developing implemented Zeus Identity Solutions, a proxy-based identity enhancement data provider by incorporating identity data into the advertising bidstream for customer websites
- Expanded best practices and established soft and hard policies to prevent logging, tracing, and other features that could unintentionally capture sensitive PII, leading to increased confidence in data privacy law compliance
- Identified a 72-hour challenging bottleneck in customer onboarding, and developed Zeus Odyssey, a queue-based Google Ad Manager tool to onboard in 4 hours or less
- Utilized cutting-edge web delivery technologies, such as Puppeteer for static site rendering and WebP for image formatting, to further enhance existing front-end development work
- Engaged with stakeholders across various levels, including peer engineers, company VPs, client engineers, and client business leaders, to enhance understanding, encourage adoption, and refine implementation patterns for web advertising.

Chicago Sun-Times   (Jun 2018 - Aug 2018)
New Media Intern

- Kick-started a curated summer event listing focused on engaging low-income, young readers, with small-lift, large-impact user experience and SEO tactics; e.g. using official CTA colors for L line names, enabling quick scanning, bookmarking, and referencing

🔗 https://chicago.suntimes.com

EDUCATION

Northwestern University   (Jan 2015 - Apr 2019)
Bachelor of Science (B.Sc.), Journalism

With a minor in computer science, and additional certificate in human-centered design engineering. Included a three-month intensive tech-journalism combined study program in San Francisco.

🔗 northwestern.edu