JESSICA XU

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EDUCATION

University of Wisconsin - Madison
College of Letters and Sciences Honors Program — GPA: 3.8
Computer Science (Bachelor of Arts) and Graphic Design (Certificate) — *May 2024*

PROFESSIONAL EXPERIENCE

EXPEDIA GROUP — Seattle, WA
Software Development Intern - Expedia Universal Shopping — *May 2023 – August 2023*

- Created new universal product details component while collaborating on trade-off decisions during large scale integration effort - enhancing code reusability contributing to annual increase in revenue by $1.96m.
- Resolved four critical Search and Filter bugs during the consolidation of two codebases with high visibility, improving system efficiency and enabling A/B testing for 10.6% of users who apply a filter in a session.
- Enhanced code by 61% and ensured the product's reliability by increasing test coverage with four different testing methods across multiple repositories and updating process documentation.

Austin, TX
Software Development Intern - VRBO Checkout — *May 2022 – August 2022*

- Reengaged 154 million loyalty members by implementing a new feature for OneKey cross-brand value proposition, driving an estimated 26% increase in quarterly revenue growth.
- Collaborated with the CheckoutUI team to monitor and enhance the user experience for Vrbo, ensuring a seamless booking flow through styling changes in JavaScript and HTML.
- Prototyped marketing feature displayed throughout the checkout process while cooperating with the design team and presented to stakeholders, leading to a 34% increase in loyalty recruitment.

LEADERSHIP EXPERIENCE & EXTRACURRICULAR ACTIVITIES

CAMP KESEM — Madison, WI
Development Coordinator — *August 2023 – August 2024*

- Coordinated activities for annual fall fundraising event, such as bake sales and merch design, and provided individual support, resulting in $84,633 raised in four days – marking a 14.7% increase from the previous year and the highest total among 120 participating schools nationwide.
- Planned monthly fundraising opportunities to support sending 300+ campers to a week of camp for free.

PROJECTS

YAHTZEE | *React, Typescript, GitLab, Figma, and MySQL* — *January 2024 – May 2024*

- Led the project as Project Manager during initial sprints, working with TA to define requirements and create epics and user stories in GitLab to streamline task management and ensure timely sprint execution.
- Organized product backlog based on priority, evaluated burn-up and burn-down charts to assess team velocity, and adjusted plans for future sprints to optimize performance.

CLOSET CALENDAR | *Android Studio and Java* — *August 2023 – December 2023*

- Created a product roadmap spanning 4 months, including tracking milestones and collaborating with a team and project TA to ensure timely delivery of product that lets users organize outfits in a calendar.
- Integrated CameraX API, location and weather services, and an SQL database for enhanced functionality.

CHOW | *Figma* — *January 2022 – May 2022*

- Led a team in a mobile app project through user interviews, affinity diagram creation, ideation, and wireframing in creating a prototype that addresses user needs in meal planning and preparation.

SKILLS AND INTERESTS

Technical: Visual Studio Code, Java, React, JavaScript, TypeScript, HTML/CSS, MySQL, GraphQL, Git
Tools: Agile, User Interviews, Figma, Jira, Miro, Adobe Creative Cloud, Trello, Microsoft Design Suite
Languages: Chinese Mandarin (conversant) and Spanish (basic, studied abroad)
Interests: Traveling, Cooking, Reading, Movies, Pickleball, Board Games, Painting, Fashion, Line Dancing