ZHAORUI XU

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PROFILE

Software Developer specializing in scalable web applications, platform integrations, and user experience optimization. Skilled in building secure, high-performance systems and enabling non-technical teams through self-serve tools. Recognized for clear problem-solving, cross-functional collaboration, and delivering solutions that drive usability, performance, and business impact.

WORK EXPERIENCE

Software Developer - LOGO.com   October 2022 – Present

</> HTML / CSS / JS / TS / React.js / Next.js / Tailwind / Node.js / Nest.js / MySQL / AWS / Docker / Jest / Sanity

- Standardized product flows and UI patterns, providing a consistent, user-friendly experience while reducing long-term maintenance costs.
- Implemented secure authentication and server-side rendering infrastructure, improving SEO rankings, site reliability, and onboarding clarity.
- Enhanced checkout with dynamic pricing, localized currencies, and tested upsell flows, driving higher global conversions and revenue growth.
- Built integrations with third-party platforms (Wix, Stripe, GoDaddy, Printful) to automate site management, payments, and product syncing, streamlining workflows and eliminating repetitive manual intervention.
- Expanded content management with reusable blocks, contributor linking, and real-time visual editing, enabling non-technical teams to launch updates quickly.
- Automated critical workflows such as uploads, subscription handling, and guided setup, improving operational efficiency and reducing support overhead..
- Optimized performance with caching, image scaling, and layout stabilization, ensuring smooth, accessible experiences across devices worldwide.

TECHNICAL SKILLS

- JavaScript(ES6+), TypeScript, PHP, Python, Java, C++, MATLAB, HTML, CSS, Sass, React.js, Redux, Tailwind, Next.js, Node.js, Express.js, WordPress, Sanity, NPM, GIT, REST API, GraphQL, MySQL, PostgreSQL, TypeORM, DrizzleORM, Jest, Docker, AWS, Adobe XD, Figma, Notion, MCP, Cursor, Claude Code.

EDUCATION

Front-End Web Developer Certificate (CGPA: 97%)   January 2022 – July 2022
- British Columbia Institute of Technology   Vancouver, BC

B.A.Sc. Mechatronic Systems Engineering (12 months Co-op)   September 2016 – August 2021
- Simon Fraser University   Surrey, BC

TECHNICAL PROJECTS

Reddit Comments Clone - Personal Project   August 2022

</> Node.js / React.js / Fastify / PostgreSQL / Prisma / HTML5 / CSS3 / Git

A full-stack nested comments system that allows users to reply, like, delete, and edit comments

- Designed and implemented RESTful API services with Prisma ORM to provide real-time data for the client.
- Built extensible and scalable React custom hooks to manage server-side state and error handling.
- Leveraged React context API effectively to streamline frequent client-side state sharing, eliminating prop drilling complexities.

International Food Expo - Capstone Project, British Columbia Institute of Technology   June 2022 – July 2022

</> PHP / WordPress / WooCommerce / ACF / jQuery / HTML5 / Sass / Git / Asana / Adobe XD

A fully customized food exhibition website that comes with online ticketing and vendor application features

- Streamlined content creation by leveraging the ACF plugin for highly structured custom post types, significantly improving design robustness and user customization.
- Automated the vendor application process, significantly reducing manual data entry and administrative overhead.
- Simplified and enhanced the user checkout experience by integrating checkout directly onto single product pages, significantly increasing user convenience and conversion rates.

Personal Portfolio - Web Portfolio Project, British Columbia Institute of Technology   June 2022 – July 2022
</> React.js / WordPress / ACF / HTML5 / Sass / Git / Adobe XD
A personal portfolio redesign using headless CMS with React.js to showcase my projects as a front-end developer
- Programmed the React application to adapt to all types of content input from the WordPress backend.
- Created a custom animation observer component with anime.js to freely adjust animation properties through the element's class list.

Movie Database - Web Scripting 3, British Columbia Institute of Technology   April 2022 – May 2022
</> React.js / Redux / Web Storage API / HTML5 / Sass / Git / Adobe XD / Adobe Photoshop
A responsive movie database web application with page-based browsing, bookmarking, and searching functionalities
- Optimized frequent state sharing performance by utilizing Redux Toolkit for state globalization.
- Reduced API calls by utilizing localStorage API to cache and persist user data on the client browser.
- Created high-fidelity, interactive prototypes using Photoshop and Adobe XD to validate the user experience.
- Implemented a movie load-more feature to realize single-page pagination.

4096 JavaScript Game - Web Scripting 1, British Columbia Institute of Technology February 2022 – March 2022
</> JavaScript(ES6) / jQuery / HTML5 / CSS3 / Adobe Illustrator
A web-based single-player sliding tile puzzle video game
- Built the entire game logic using jQuery, following OOP core principles and best practices.
- Enhanced game engagement by incorporating custom CSS animation to present rich visual effects.
- Improved gameplay loop and replay value by introducing random tile generation and score hinting functionality.

OTHER PROJECTS

Wireless Driller Vane System - Capstone Project, SFU   January 2021 – August 2021
</> C++ / Python / Android Studio(Java) / Figma
A soil property measurement automation system to replace the traditional analog driller vane apparatus
- Collaborated with a multidisciplinary team to design electrical, embedded, and software subsystems.
- Designed schematics for the electrical system using SolidWorks Electrical to ensure power efficiency.
- Implemented motor control using Teknic C++ motor API to achieve motor data transmission and control.
- Contributed to front-end UI design and programming using Android Studio, enhancing user interface usability.
- Developed an ADC driver using Python on Raspberry Pi to accurately convert analog load-cell signals into digital voltage values.

Elderly Person Movement Detection - Application of Machine Learning in Mechatronic Systems, SFU April 2021
</> Python / TensorFlow(Keras) / Scikit-learn / Pandas / Matplotlib
A machine learning project to predict an elderly's movement based on a set of medical information during the activity
- Trained several multiclass classification models using K-Nearest Neighbors, Decision Tree, Support Vector Machine, and Neural Network.
- Implemented the trained ML models on a Raspberry Pi GUI to ensure the Python model and RPi model predictions are identical.

CERTIFICATES

AWS Certified Cloud Practitioner   Expires on January 15, 2028
Google Cloud Certified - Professional Google Workspace Administrator   Expires on December 12, 2026