

Charlene Xu

Software Engineer and Startup CTO

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charxu.com

Profile

Proven software engineer and startup CTO with a track record of driving significant growth in technology-driven environments. As Co-Founder and CTO of WeCoach, I spearheaded the development of an Esports coaching platform, doubling traffic and revenue monthly through strategic enhancements and market alignment. Skilled in advanced data analysis and web development, adept at enhancing operational efficiency and profitability.

Education

University of California, Berkeley

- M.Eng. Industrial Engineering & Operations Research Jan/2016-Dec/2016
- B.Eng. Industrial Engineering & Operations Research Aug/2012-Dec/2015
Graduated early based on academic excellence

Experience

WeCoach (www.wecoach.gg)

Jan/2022 - Present

Co-Founder & CTO, London, UK

- Led the ongoing development of an innovative online Esports coaching platform, achieving 100% month-on-month growth in traffic and revenue
- Implemented user-requested features, UI/UX enhancements, and on-page SEO, focusing on optimizing customer experience and engagement
- Managed web development projects using Figma, Remix, React, Laravel, MySQL, Tailwind CSS, and Javascript, integrating Stripe and PayPal APIs for payment processing
- Successfully onboarded and managed over 500 coaches, providing services to over 10,000 users and facilitating over 50,000 coaching hours

DOJO Digital (www.dojodigital.co.uk)

Dec/2019 - Jan/2022

Director & Software Engineer, Bristol, UK

- Designed and developed websites and custom analytics tools, enabling advanced tracking of digital marketing performance and data-informed decision-making
- Increased company revenue by 120% from 2020 to 2021 by implementing effective technical marketing strategies and helping clients scale rapidly

Levi Strauss & Co.

May/2017 - Dec/2019

Senior Supply Chain Analyst, San Francisco, USA

- Automated manual planning processes using MS Access and VBA, enhancing efficiency and reducing data errors
- Ensured accurate master data setup in SAP APO by collaborating with cross-functional teams for timely product activation and smooth data flow
- Developed and optimized monthly production plans to meet demand while minimizing costs for raw materials and inventory
- Improved SAP and Boardwalk implementations and drove software enhancements with IT to address changing business need

Apple Inc.

Jun - Aug/2015

Software Engineer Intern, California, USA

- Analyzed and managed web load intensity data, developed a database and an anomaly detection algorithm using SQL, Python, and MATLAB to alert engineers to potential malfunctions

Berkeley Lights (Biomedical Institute)

Jan - May/2015

Supply Chain Engineer Intern, California, USA

- Developed operational databases using MS Access and SQL, maximizing production output and reducing bottlenecks through optimized scheduling programs

MUFG Union Bank N.A.

May - Dec/2014

Credit Examinations Intern, San Francisco, USA

- Integrated Wholesale and Retail business procedures, backend functional models, and data sources for implementing a new unified credit review and monitoring system

Skills

Computer Skills: JavaScript, React, Firebase, HTML, CSS, Python, SQL, MATLAB, R, C++, SolidWorks, Visio, MS Excel, Power BI

Specialties: Data Analysis, Supply Chain Optimization, Product Management, Product Development, Web Development, Software Development, Corporate Finance

Soft Skills: Creative Problem Solving, Agile Methodologies, Project Management, Effective Communication, Team Leadership, Adaptability, Time Management

Languages: Native proficiency in English and Mandarin