

ALICIA UNDERHILL

SOFTWARE ENGINEER

SKILLS

JavaScript

React

Redux

Ruby

Ruby on Rails

SQL

HTML5

CSS3

Git

RSpec

Jbuilder

CONNECT

alicia.underhill@gmail.com

(703) 283 7168

New York, NY 10013

LINKS



Personal Site



[LinkedIn](#)



[GitHub](#)

PROJECTS

TreasureMap | (React/Redux, Rails, PostgreSQL, AWS)

[Live.](#) [Github.](#)

Single page, publicly-sourced article forum app inspired by Atlas Obscura

- Utilizes React's virtual DOM framework to intelligently render components
- Optimizes creation of articles, images and article edits to a single AJAX call via ActiveRecord nested attribute associations to minimize database strain
- Conserves user RAM by situationally retrieving shallow JSON responses for country and city data to only populate Redux store with necessary information
- Dynamically populates search results across multiple tables via PgSearch gem's polymorphic searchable association

andala | (JavaScript, HTML Canvas)

[Live.](#) [Github.](#)

Description

- Bullet 1
- Bullet 2
- Bullet 3

Project 3 | Back End

[Live.](#) [Github.](#)

Description

- Bullet 1
- Bullet 2
- Bullet 3

PRIOR WORK EXPERIENCE

Omni Assistant Merchant | Macy's

New York, NY
2016 - 2018

- Partnered with web development team to optimize site product placement algorithm during high volume selling periods
- Managed selling strategy of 7 watch brands (\$100M annually) across all 600+ Macy's stores and Macys.com
- Organized \$2M holiday gifting incremental sales program which drove +10% growth/LY for my two largest brands

EDUCATION

University of Virginia

Class of 2016

- B.S in Finance and Marketing with Chinese concentration, 3.87 GPA

App Academy

Mar - Jun 2018

- 1,000 hr immersive full-stack web development intensive with <3% acceptance
- Focus on pair programming, TDD, OOP & RESTful APIs

Chinese Language and Culture Study

- Peking University, Guanghua School of Management, 4.0 GPA Beijing, China (Fall 2015)
- National Taiwan Normal University, 4.0 GPA Taipei, Taiwan (Summer 2014)
- East China Normal University, 4.0 GPA Shanghai, China (Summer 2013)

INTERESTS

Rescuing Leftover Cuisine

New York, NY
2017 - 2018

- Bimonthly volunteer delivering uneaten food from restaurants to local shelters

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Single page, publicly-sourced article forum app inspired by Atlas Obscura

- Utilizes React's virtual DOM framework to intelligently render components
- Optimizes creation of articles, images and article edits to a single AJAX call via ActiveRecord nested attribute associations to minimize database strain
- Conserves user RAM by situationally retrieving shallow JSON responses for country and city data to only populate Redux store with necessary information
- Verifies user identity for creating, editing or deleting articles through custom authentication system built upon BCrypt password protection

Project 2 | Front End

[Live.](#) [Github.](#)

Description

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Project 3 | Back End

[Live.](#) [Github.](#)

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New York, NY
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2017 - 2018

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SOFTWARE ENGINEER

SKILLS

Javascript

Ruby

Rails

React.JS

Flux

HTML

SQL

CSS

Git

Rspec

JQuery

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PROJECTS

Project 1 | Full Stack

Live. [Github](#).

Things that I did
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Things that I did
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Project 2 | Front End

Live. [Github](#).

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Project 3 | Back End

Live. [Github](#).

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PRIOR WORK EXPERIENCE

Omni Assistant Merchant | Macy's

New York, NY

Managed selling strategy of 7 watch brands (\$100M annually) across all 600+ Macy's stores and Macys.com

Organized \$2M holiday gifting incremental sales opportunity which drove +10% growth/past year for 2 key brands

2016 - 2018

Partnered with web development team to optimize site product placement algorithm during key selling periods

Condensed thousands of rows of Excel SKU selling data into focused business strategy to optimize sales, margin and turn

EDUCATION

University of Virginia

Class of 2016

B.S. in Finance and Marketing with Chinese concentration, 3.87 GPA

App Academy

Mar - Jun 2018

1,000 hour immersive full-stack web development intensive with <3% acceptance rate -- focus on pair programming, TDD, scalability, OOP, REST and security

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