ANNA KAPLAN

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EXPERIENCE

Senior Software Engineer (Growth Team) at Skillshare   2020 – Present
- Led and developed A/B experiments focused on increasing conversion, retention, and engagement on our platform.
- Led impactful referral and affiliate projects, collaborating with two third-party service providers to implement dynamic referral campaigns and streamline processes, creating a self-serve system for the marketing team using React, TypeScript, Google Tag Manager, Resque, and PHP
- Developed the ability to process international currencies into our checkout API, a critical component of internationalization efforts, unlocking the ability to conduct over 10 localized pricing tests across diverse regions.
- Led the re-introduction of a 'free user experience' on our platform, overseeing the entire process from technical specification to post-deployment monitoring, resulting in a 150% increase in viewing engagement.
- Created dashboards and monitors using analytics and observability tools (Mixpanel, Datadog, Kubernetes logs), to monitor releases and track feature performance alongside our data science team
- Committed to mentoring team members through regular biweekly 101 onboarding sessions, imparting knowledge on our experimentation processes and analysis tools
- Efficiently employed Jira, Mermaid, and Miro to compose concise technical specifications and document QA processes, fostering transparent communication and comprehension of feature implementations

Software Engineer at Iris Nova   2019 – 2020
- Developed and maintained an interactive customer-facing app for a touch screen vending machine using React, Redux, Saga, and Sass, which interface with multiple APIs for processing purchases of products
- Developed a kiosk iPad app using React Native to integrate with RFID readers via web-socket connection & displayed product data to customer
- Developed features for a new internal tools application to manage customer orders, information, & conversations between customers & cx teams using Next.js, React, Redux, & Sass
- Onboarded and mentored junior developers to accelerate their growth as product engineers.

Freelance Web Developer   2019
- Developed and updated existing sites using HTML, CSS, SASS Javascript, PHP, and WordPress
- Collaborate with design teams to implement clean user interfaces and interactive features

EDUCATION

DevOps Crash Course (through Uplimit) - CI/CD, Containers, Kubernetes, IaC	2023
Python For Data Science Certificate (through Uplimit) - Numpy, Pandas, Python, CoLab	2022
Grace Hopper Program at Fullstack Academy - Node.js, React, Javascript, SQL, PostgreSQL (17-week immersive full-stack software development bootcamp)	2018
Barnard College of Columbia University (BA Environmental Biology)	2018

SKILLS

Javascript, React, Node, Next.js, TypeScript, PHP, HTML, CSS, Tailwind, SQL, Mixpanel, Datadog, Split.io, Cypress, Material UI, Jira
Language skills: English (fluent), Spanish (fluent), Swedish (fluent), Hebrew (basic)

VOLUNTEER EXPERIENCE

Mentor & Tech Lead - The WIT Project   2020-2021
Led a cohort of university student fellows working with a nonprofit to create a technical solution for their mentor-matching system
Instructor - Girls Who Code Great Neck Library Chapter   2019
Wrote and taught workshops on basic HTML, CSS, and JS skills to students ranging from 10-17 years old