# DANIEL (DJ) HERSH

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## FRONTEND DEVELOPER

Analytical and dedicated Frontend Developer with over 3 years of hands-on experience, driving innovation in the digital realm through the meticulous creation of cutting-edge React applications. Fueled by a fervor for emerging tech trends, I specialize in crafting top-tier user experiences with precision and creativity. With a commitment to ongoing learning, I stay at the forefront of new technologies in web development, ensuring that the solutions I create not only meet but exceed industry standards.

## TECHNICAL SKILLS

**Programming Languages:** HTML, CSS, JavaScript, TypeScript
**Front-End:** React, React Native, Redux, Hooks, jQuery
**Back-End:** Node, Express
**Databases:** MongoDB, Mongoose, MySQL, Sequelize
**Tools:** Bootstrap, TailwindCSS, Material UI, NPM, Jest, VS Code, Git, GitHub, EmailJS, React-PDF, JSONwebtoken (JWT), Axios, Passport, AJAX, RESTful API, Postman, Multer, Cloudinary, Vite, Expo, Jira, Confluence
**Systems:** Microsoft Office Suite, Slack

## PROFESSIONAL EXPERIENCE

**Frontend Developer** | Pocket Pitch                                                                 10/2023 – PRESENT
- Spearheaded the successful transition of an iOS native application to a cross-platform solution using React Native and Expo.
- Achieved a reduction in development time and improved maintainability.
- Upon successful release to the Android store, accessibility of the application will be notably expanded by up to 50%.

**Frontend Developer (Junior to Lead)** | InvestCloud                                                05/2021 – 10/2023
- Partnered with business analysts and clients to develop and implement effective Software as a Service (SaaS) system solutions.
- Utilized leadership skills with a team of 7 developers, resulting in improvement of project deliverables and ensuring the seamless launch of multiple digital financial solutions for high-profile clients.
- Leveraged CI/CD pipelines to streamline development processes.
- Demonstrated mastery of proprietary software, leading to the assignment of an individual project.
- Elevated customer satisfaction by implementing user-friendly portal features, resulting in a 20% reduction of new bugs.
- Recognized as a mentor of other developers within 6 months, showcasing expertise and leadership in fostering professional growth, knowledge transfer, and collaboration.

**Frontend Web Development Intern** | OnnTek                                                         02/2021 – 04/2021
- Analyzed complex business requirements and converted them into clear and actionable technical specifications, while fostering seamless communication between cross-functional teams.
- Developed a React application for construction contractors utilizing redux and hooks, resulting in reduced quote turnaround time.
- Contributed to a large improvement in code efficiency and a decrease in the time required to implement new features.

**Web Developer** | Freelance                                                                       12/2020 – 05/2021
- Collaborated closely with clients to evaluate their unique vision and requirements, ensuring the successful translation of ideas into fully functional mobile-responsive web pages, which exceed client expectations.

## EDUCATION & CERTIFICATIONS

**Full-Stack Web Development Certification** | UCLA Extension, Los Angeles, CA, 01/2021

**Bachelor of Fine Arts,** Musical Theatre | American Musical and Dramatic Academy, Los Angeles, CA, 06/2011

## PERSONAL PROJECTS

**TV Tracker**                             URL: dj-tv-tracker.netlify.app/ | GITHUB REPO: github.com/DJ620/TV-Tracker

A mobile-responsive MERN stack React application that serves as a personal TV show manager, TV Tracker enables users to keep track of their viewing habits with ease. Featuring integration with the TV Maze API, the app allows users to search for TV shows, add them to their 'library', mark episodes as watched, and automatically updates users on new episodes for added convenience.

Technologies Used: *React, Redux, Express, MongoDB, Mongoose, Axios, Passport, JSONwebtoken, React-Bootstrap, TV Maze API*

**Reading Tracker**                    URL: [dj-reading-tracker.netlify.app/](dj-reading-tracker.netlify.app/) | Gɪᴛʜᴜʙ Rᴇᴘᴏ: [github.com/DJ620/Reading-Tracker](github.com/DJ620/Reading-Tracker)

An intuitive MERN stack React application designed to help book enthusiasts manage their reading journey. Reading Tracker leverages the Google Books API to source detailed book data, permitting users to log reading sessions, capture quotes, and take personalized notes. The application also smartly categorizes books into 'Currently Reading', 'Plan to Read', and 'Read', streamlining users' reading experiences.

Technologies Used: *React, Express, MongoDB, Mongoose, JSONWebtoken, React-Bootstrap, Google Books API, Axios, Passport*

## Kᴇʏ Sᴛʀᴇɴɢᴛʜs

- **Excellent Communication**: Ability to convey ideas and information effectively, including interpersonal communication, presentation skills, and articulating complex concepts clearly.
- **Leadership**: Experienced in leading teams, mentoring colleagues, taking initiative, and making decisions.
- **Problem-Solving**: Strong analytical and critical thinking skills. Adept at identifying issues, evaluating alternatives, and implementing effective solutions.
- **Adaptability**: Capable of adjusting to changing circumstances, learning new skills, and thriving in dynamic environments.
- **Team Collaboration**: Effectively collaborates with cross-functional teams, contributing to a positive team culture.
- **Time Management**: Solid organizational skills to prioritize tasks, meet deadlines, and manage multiple projects.
- **Attention to Detail**: Ensuring precision and quality in work deliverables.
- **Creativity/Innovative Thinking**: Demonstrated capacity for creative thinking, generating ideas, and proposing innovative solutions.