# 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, Handlebars, Jest, VS Code, Git, GitHub, EmailJS, React-PDF, JSONwebtoken (JWT), Axios, Passport, AJAX, RESTful API, Postman, Multer, Cloudinary, Vite, Expo
**Systems:** Microsoft Office Suite, Atlassian Suite (Jira and Confluence), Slack

## PROFESSIONAL EXPERIENCE

**Frontend Developer** | Pocket Pitch                                                                         10/2023 – 02/2024
- Led the successful migration of a native iOS app to a cross-platform solution using React Native and Expo, resulting in a 30% increase in app responsiveness and a more seamless user experience.
- Accelerated development process, reducing development time by 25% and enhancing maintainability, resulting in more efficient and user-friendly interfaces
- Drove a 50% increase in application accessibility upon release to the Android store, significantly broadening user reach and improving usability.

**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.
- Led a team of 7 developers to improve project deliverables, ensuring seamless launch of multiple digital financial solutions for high-profile clients.
- Streamlined development processes by leveraging CI/CD pipelines, resulting in a 40% reduction in time-to-market and enabling rapid iteration on product features.
- Elevated customer satisfaction by implementing user-friendly portal features, resulting in a 20% reduction of new bugs.
- Facilitated the growth and knowledge transfer of frontend developers on proprietary software, fostering a collaborative environment, and resulting in a 25% decrease in onboarding time for new team members.

**Frontend Web Development Intern** | OnnTek                                                                  02/2021 – 04/2021
- Analyzed complex business requirements and converted them into clear and actionable technical specifications, fostering seamless communication between cross-functional teams.
- Improved construction worker productivity by reducing quote turnaround time by 40% through the development of React applications utilizing redux and hooks.
- Enhanced code efficiency, reducing feature implementation time by 25%, resulting in faster product development and improved user experience.

**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, exceeding 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

**DJ's Wordle**                                   URL: dj620.github.io/wordle | GITHUB REPO: github.com/DJ620/wordle

My take on the classic Wordle game built without tutorials or guides, including endless and custom word game modes.

Technologies Used: *React, Redux, Vite, TailwindCSS, Framer-Motion*

**Reading Tracker**                   URL: [dj-reading-tracker.netlify.app/](dj-reading-tracker.netlify.app/) | GɪᴛHᴜʙ 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.

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

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## KEY STRENGTHS

- **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.