Daniel (DJ) Hersh

danieljhersh@gmail.com | (818) 632-9905 | Los Angeles, US
Linkedin.com/in/djhersh | GitHub.com/dj620 | DJHersh.com

Software Engineer Profile

Tech-savvy and innovative professional with a strong foundation in front-end development, specializing in crafting cutting-edge, user-centric digital experiences. Proficient in React, React Native, and JavaScript, with a talent for designing and implementing scalable, responsive, and accessible applications. Proven leadership in guiding cross-functional teams to project success, optimizing workflows, and enhancing product quality through comprehensive testing and debugging. Recognized for significant contributions to user interface design, boosting application performance and user satisfaction. Demonstrated expertise in utilizing data-driven insights and API design to deliver solutions tailored to the digital landscape's needs. Thrives in environments that value technological innovation, collaborative problem-solving, and a commitment to excellence in software development.

Areas of Expertise

- Advanced Front-End Development
- Cross-Platform Application Design
- API Development & Integration
- Software Performance Optimization
- Cloud Services Integration
- User Experience Optimization
- Cross-Functional Collaboration
- Code Refactoring & Optimization
- Responsive Web Design
- Database Management
- CI/CD Pipeline Integration
- Software Quality Assurance

Technical Proficiencies

Programming Languages:	HTML, CSS, JavaScript, TypeScript
Front-End Technologies:	React, React Native, Next.js, Redux, Hooks, jQuery
Back-End Technologies:	Node, Express
Databases:	MongoDB, Mongoose, MySQL, Sequelize
Tools & Frameworks:	Bootstrap, Tailwind CSS, Material UI, NPM, Handlebars, Jest, VS Code, Git, GitHub, EmailJS, React-PDF, JSON Web Token (JWT), Axios, Passport, AJAX, RESTful API, Postman, Multer, Cloudinary, Vite, Expo
Systems & Software:	Microsoft Office Suite, Atlassian Suite (Jira and Confluence), Slack

Professional Experience

Pocket Pitch – Remote   **October 2023 – Present**
Frontend Developer

Designed and executed user interface solutions for cross-platform applications to optimize user experience/application performance. Collaborated with cross-functional teams to define, design, and ship new features in line with user needs and project goals. Utilized React Native and Expo for the development of cross-platform applications to enable seamless operation across iOS and Android platforms. Conducted rigorous testing and debugging to ensure the highest quality of application performance and user experience.

Key Contributions:

- Reduced time by 25% and enhanced maintainability for efficient and user-friendly updates by streamlining development process.

- Broadened user reach and improved usability by driving a 50% increase in application accessibility with the Android store release, significantly expanding the user base.

- Enhanced user experience across diverse devices achieved through leadership in migrating native iOS application to cross-platform solution while utilizing React Native and Expo.

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InvestCloud – Los Angeles, CA (Remote)   **May 2021 – October 2023**
Frontend Developer (Junior to Lead)

Led remote team of seven developers aimed at enhancing project deliverables for the seamless introduction of digital financial platforms for elite clientele. Cultivated robust partnerships with business analysts and clients, crafting and deploying effective Software as a Service (SaaS) system solutions for optimized performance. Revolutionized development workflows through the adoption of CI/CD pipelines, streamlining project execution and feature deployment. Elevated user interface designs, introducing intuitive portal features to enhance end-user satisfaction and engagement.

Key Contributions:

- Achieved a 40% reduction in time-to-market by optimizing development processes with CI/CD pipelines.
- Decreased new bugs by 20% while enhancing customer satisfaction through the implementation of user-friendly portal features.
- Minimized onboarding time for new team members by 25%, nurturing a culture of growth and knowledge transfer among frontend developers on proprietary software.

OnnTek – Remote   **February 2021 – April 2021**
Frontend Web Development Intern

Developed React applications leveraging redux and hooks, aimed at optimizing operational processes for construction workers. Analyzed complex business requirements, transforming them into clear, actionable technical specifications, thereby fostering seamless communication among cross-functional teams.

Key Contributions:

- Enhanced code efficiency by 25%, catalyzing faster product development cycles and notably improving overall user experience.
- Boosted construction worker productivity by 40% through the strategic development of React applications, resulting in significantly reducing quote turnaround time.

Education & Certifications

Full-Stack Web Development Certification | UCLA Extension, Los Angeles, CA, January 2021

Bachelor of Fine Arts, Musical Theatre **|** AMDA, Los Angeles, CA, June 2011

Key Projects

StoryShelf - Full MERN Stack Application
URL: https://story-shelf.netlify.app/ | GitHub Repo: https://github.com/DJ620/StoryShelf

Developed "StoryShelf," a dynamic reading tracker application, leveraging the full potential of the MERN (MongoDB, Express, React, Node.js) stack. This project allows users to:

- **Track Reading Progress:** Users can add books to their personal shelves, set reading goals, write notes, and keep track of quotes.
- **Authentication and API Design:** Developed authentication using Passport.js and created API routes to store, fetch, and update user data.
- **Responsive Design:** Utilizes modern web technologies to ensure a seamless and responsive user experience across various devices and screen sizes.