

EMPLOYMENT

Small Business Owner	California Thrift Store, Brawley	Dec 2023 – Present
<ul style="list-style-type: none">Increased revenue by 5% through the launch of a Shopify ecommerce platform, expanding market reach.Scaled online engagement by 150% through targeted digital marketing strategies, achieving an 8% CTR on Facebook ads and enhancing brand visibility.Improved CVR by 2% by A/B testing landing and product page designs, enhancing usability and performance.Boosted product listing efficiency by 50% by implementing automatic categorization and the use of ChatGPT for generating product descriptions.		
Solutions Engineer II	Capital Group, Irvine	Aug 2021 – Dec 2023
<ul style="list-style-type: none">Promoted to Solutions Engineer II in April 2023; Worked as part of HRIS to enhance HR operational efficiency.Delivered IGPP, a .NET/Angular/SQL web application used for data management for 300+ associates within CG's investment group. Collaborated with HR, IT, and members of the investment group.Facilitated daily scrum stand ups, backlog refinement sessions, bi-weekly demo presentations, and ad-hoc calls to drive forward IGPP vision and implementation, wearing multiple hats as needed.Collaborated with HR and IT to integrate Explorance Blue, a 3rd-party people insights platform used for IG Review, the annual 360 feedback review process within CG's investment group.Leveraged E2E reporting process for IG Review, including .NET middleware, Informatica ETL, and SAP BW solutions to generate hundreds of reports based on thousands of feedback forms collected.Engineered Alteryx workflows to troubleshoot data inconsistencies, generate ad-hoc reports for business stakeholders, and perform data transformations to support IGPP & IG Review.Managed CA Hub, an enterprise calendar web application, serving as interim product manager and using SQL to deliver actionable insights for 400+ associates to Payroll, HR, and leadership.		

EDUCATION

Irvine, CA	University of California, Irvine	Sep 2017 – Jun 2021
<ul style="list-style-type: none">B.A. in Business EconomicsB.S. in Informatics with specialization in Human Computer InteractionUndergraduate Coursework: Software Engineering; Project Management; Information Visualization; Requirements Analysis & Engineering; Software Test & Quality Assurance; Software Design; Econometrics		

LANGUAGES AND TECHNOLOGIES

- Languages:** JavaScript, HTML5, CSS3, Python, Java, My SQL
- Tools:** Jira, Confluence, Figma, Axure, Alteryx, Eclipse IDE, JSON, HTTP(S), ChatGPT, MongoDB, SQL Server, Git
- Frameworks/Methodologies:** ReactJS, NextJS, NodeJS, ExpressJS, RESTful APIs, Agile, NoSQL

TECHNICAL EXPERIENCE

Monster Battling MMO Project - siliconianshowdown.com	Jul 2021 - Dec 2023
<ul style="list-style-type: none">Developed a MERN full-stack MMO, 'Siliconian Showdown', integrating real-time chat and global matchmaking, culminating in over 2000 matches played. Deployed on a cloud VPS with Ubuntu OS.Launched a Discord server, boosting player engagement by fostering a community of 350+ members.Designed backend algorithms for a novel WebM file playback system, incorporating 1200+ animations for 127 characters to boost player satisfaction by creating a visually engaging experience with 1M+ possible scenes.Created an ExpressJS RESTful API for balancing characters and movesets with no-code, fostering a culture of inclusivity and product ownership among team members.	