

George Felton

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SUMMARY: Full-stack Web Developer leveraging product strategy knowledge to build user-focused web-apps. Previous e-commerce startup co-founder and MS in Entrepreneurship. Quick-learning problem-solver with a multidisciplinary background and a knack for getting to the essence of decisions. Collaborative communicator.

TECHNICAL SKILLS:

- Front-End: JavaScript, jQuery, HTML, CSS, Handlebars. Frameworks: Bootstrap and Foundation.
- Back-End: Node.js, Git, Express, SQL, Sequelize, Heroku. Now learning React, MongoDB in coding bootcamp.

PROJECTS

MVC Application (1 week, solo): <http://bit.ly/eat-da-burger>

- Design Objective: Demonstrate understanding of MVC fundamentals, allow users to input and eat burgers.
- Uses Node.js, Express, views via Handlebars, database on MySQL, deployed to Heroku, with a custom ORM.

USA Covid-19 Dashboard (2 weeks, 6 team members): <http://bit.ly/covid-dashboard-gp>

- Design Objective: One-stop shop for Covid-19 data. Example use case: "Should I wear a mask today?"
- Built initial wireframe and wrote project proposal. Suggested APIs for Covid-19 data, news, and twitter.
- Technical Contribution: Used Foundation to build the dashboard page, added responsive functionality and screen-reader accessibility. Implemented the clickable map for the landing page.
- Management Contribution: Managed the Kanban board and GitHub issues, wrote up Git workflow and taught teammates how to use branching/pull requests.
- Tools used: Draw.io, Zurb Foundation, jQuery, GitHub, Chart.js, APIs from Google Maps and CoronaTracker.
- Our project got the award for "Most Technical."

Weather Dashboard (1 week, solo): <http://bit.ly/weather-dashboard-6>

- Design Objective: Simple weather app with search function. Use case: "What is the weather outside?"
- Languages and tools used: HTML, CSS, Twitter Bootstrap, JavaScript, jQuery, API from OpenWeatherAPI.
- Used jQuery and AJAX asynchronous API calls to dynamically generate page elements.

RELEVANT WORK EXPERIENCE

(For full Professional History, please see LinkedIn profile)

Lonely Produce

Seattle, WA

Co-Founder

2018-2019

- Co-Founded Lonely Produce, an e-commerce platform for local farmers to sell their excess goods.
- Conducted user interviews with 10 farmers. Performed extensive strategy research and analysis.
- Guided a UX team of 3 from General Assembly in designing our marketplace web-app. Collaborated from conception through wire-framing to a clickable prototype.
- Ran social media/mailling list promotions. Sent 4 emails per week with a conversion rate of 8.1%.
- Generated \$2,700 in revenue over 8 weeks of sales, from 2 farmer's markets per week. Formed partnerships with 6 farmers, managed Shopify inventory, and delivered produce around Seattle.

EDUCATION

University of Washington – Coding Bootcamp

Seattle, WA

Full Stack Web Development Student

2020-present

- Self-taught SQL & Tableau. Earned Product Strategy online certification from Kellogg School of Management.

University of Washington – Michael G. Foster School of Business

Seattle, WA

Master of Science in Entrepreneurship, Honors, GPA 3.74

2017-2018

- Highlighted classes: Opportunity Recognition & Validation, Venture Planning & Execution, Digital Media Marketing, Strategy & Decision Making, Entrepreneurial Strategy, Entrepreneurial Finance.