John Arocha

Software Engineer

(713) 550.4133 · jparocha777@gmail.com · Denver, CO · LinkedIn · Github

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I'm a seasoned software engineer with a knack for solving complex problems. With previous experience as a 3D Artist, I specialized in creating ads and visually appealing content for webshops. This role provided insights into how people interact with technology, both physically and psychologically.Now, I'm eager to transition my skills to software development. I want to apply my artistic background to contribute to creating software that not only functions well, but also resonates with users on a deeper level.

SKILLS

Languages - JavaScript, HTML, CSS, Python, SQL, JSON, Typescript, EJS, DTL, JSX | **Database** - PostgreSQL, MongoDB |
Libraries and Frameworks - React (class based and hooks), Express.js, Django, Jquery, Bootstrap, Materialize, Node.js
Other - RESTful Routing, JSON api, MERN stack

SOFTWARE DEVELOPMENT PROJECTS

Weather Application | JavaScript/HTML/CSS/Express/EJS/MongoDB/Axios/Node.js Link
- Utilized a MERN stack (MongoDB, Express, React.js, Node.js) to build a full stack application in 10 days. With full create, read, update, delete (CRUD) operations hitting all RESTful API calls.
- Utilize MongoDB for flexible NoSQL storage, dynamic schema, efficient indexing, and seamless scalability.
- Used a mobile-first approach and styled the application using Styled-Components and CSS3 with flexbox layouts and bootstrap.
- Harnessed the efficiency of Node.js for building scalable and asynchronous server-side applications.

Cocktail's | Python/HTML/CSS/React/Django/PostgreSQL Link
- Implemented PostgreSQL to drive the backend functionality, ensuring a solid and reliable foundation.
- Employed the Python programming language, showcasing a proficient command of its syntax, data structures, and object-oriented principles.
- Using my extensive experience in developing web applications using the Django framework, I demonstrated expertise in model-view-controller (MVC) architecture.
- Skillful in designing and interacting with relational databases, particularly PostgreSQL, including database schema design and query optimization.
- Integrated APIs seamlessly to dynamically showcase diverse information across the site.

Battleship | JavaScript/HTML/CSS Link Prompt: Create a web based game out of JavaScript to display proficiency in JavaScript.
- Algorithmic Thinking: Strong foundation in algorithmic thinking and problem-solving to design an efficient AI opponent that can strategically place and target ships.
- Proficient in JavaScript: Solid understanding and mastery of JavaScript programming language, including ES6 features and best practices.

PROFESSIONAL EXPERIENCE

3D Generalist/Owner, LimeLight Renders Portfolio | Remote   **January 2021- Present**
- Proficient in creating detailed and accurate 3D models using software such as Marmoset, Adobe Products, and Blender.
- Skilled in applying textures and materials to enhance the realism or stylized appearance of 3D assets.
- Ability to optimize render settings for efficiency and deliver visually stunning results.
- Strong understanding of topology, edge flow, and UV mapping for effective texture application.
- Workedclosely with other members of the production team, such as art directors, animators, and designers, to ensure a cohesive and high-quality final product. (my work: limelightrenders.com/)

Chief Marketing Officer, Northwestern Mutual| New York, NY/Remote   **April 2018- December Present**
- Created a luxury client experience by providing a client-focused relationship which included gifting, communication, and converting those relationships into referrals.
- Executed targeted lead generation, complemented by effective follow-up calls and emails for my insurance agent
- Created a curated list of potential clients using AI and relational data to help my agent procure more sales.

EDUCATION
GENERAL ASSEMBLY | REMOTE
Software Engineering Immersive   Full-stack software engineering immersive student in an intensive, 12-week, 500+ hour program focused on product development fundamentals, object-oriented programming, MVC frameworks, data modeling, and team collaboration strategies. Developed a portfolio of individual and group projects.