# BLAKE REED

## SUMMARY

As a software engineer with a background in operations management, I possess a unique set of skills that allows me to design and implement software solutions that streamline operations, optimize workflows, and improve productivity. My passion for crafting high-performance, scalable, reusable, and maintainable software, combined with my proficiency in object-oriented programming languages such as Python and JavaScript/TypeScript, enables me to develop complex, dynamic solutions with ease. I have a comprehensive understanding of the end-to-end software development process and utilize cutting-edge industry best practices to ensure that I design, develop, and deliver top-notch software solutions with a focus on quality and excellence.

## PROJECTS

**My Hero -https://my-hero.herokuapp.com/**
- Developed a highly scalable and responsive web application utilizing the MERN (MongoDB, Express, React, and Node.js) stack.
- Innovatively integrated the official Marvel API to provide users with a seamless and comprehensive browsing experience of the vast library of heroes and comics.
- Elevating the user experience with a modern, user-friendly design, implemented through the cutting-edge Flowbite and Tailwind CSS frameworks, resulting in a polished and visually-appealing web application for simple usability.
- Implemented secure user authentication using JSON Web Token to provide users with reliable and confidential data protection when creating and managing personal reviews of their favorite comics and heroes.
- Ensured smooth compatibility cross-browser and across various devices and screen sizes by implementing a responsive design approach, improving user satisfaction and accessibility.

**Adventure Seeker -https://adventureseeker-production.up.railway.app/**
- Developed a professional web application to assist outdoor enthusiasts in finding local hiking trails and campsites.
- Leveraged the latest technologies, including the highly scalable and performant MEN stack (MongoDB, Express, Node.js), to create a robust and reliable application.
- Created a highly engaging and interactive user experience by seamlessly integrating Javascript-based animations and interactive elements, thus elevating the application.
- Followed industry-standard software development best practices by implementing version control with Git and robust testing procedures, ensuring that the application was always reliable and bug-free.
- Designed the application with maintainability and scalability in mind, implementing best practices in software engineering to allow for easy updates and future expansion.

## EXPERIENCE

**Lyft - Operations Lead**
*Los Angeles, CA • 03/2019 - 09/2022*

- Led, coached, and managed a team of 9 associates in the Lyft Operations team, collaborating to improve the overall culture of the company and to meet customer requirements
- Acted as the local site lead for the Los Angeles Driver Center, responsible for overseeing daily facilities and ensuring security and safety protocols were met to support business operations
- Applied analytical, strong problem-solving and risk management skills to identify and develop solutions for issues impacting productivity of our team, enabling the team to work more efficiently
- Collaborated with cross-functional teams across operations, compliance, marketing, analytics, and product/engineering to develop and implement initiatives aimed at enhancing customer satisfaction and business success.

**Greenspire** - **Marketing Specialist**

## CONTACT

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## PORTFOLIO & LINKEDIN

- https://kraven3030.github.io/Portfolio/
- https://www.linkedin.com/in/blakereed30/

## EDUCATION

**Software Engineering**
**General Assembly**
*San Francisco, CA • 01/2023*
I completed a 450+ hour program in software engineering, which covered essential topics such as product development, software architecture, and programming. This program equipped me with a comprehensive understanding of the software development process, including critical concepts such as object-oriented programming, MVC frameworks, data modeling, automation, and effective team collaboration strategies.

## SKILLS

- JavaScript
- Python
- C++
- HTML
- CSS
- React.js
- Node.js
- Mongo.db
- Express.js
- SQL
- PostgreSQL
- Django
- Code Development
- Team Collaboration
- Testing and Debugging
- Software Design
- Cross-Functional Collaboration
- UX Design Principles
- Technical Requirements

*Los Angeles, CA • 07/2018 - 02/2019*

- Ensured that homeowners qualified for solar panels on their homes through effective field marketing campaigns.
- Developed and executed field marketing campaigns that align with our overall marketing strategy.
- Conducted thorough market research to identify target demographics, and industry trends to create effective campaigns.
- Collaborated with the sales team to develop and execute targeted campaigns that support our sales goals.
- Measured and analyzed the effectiveness of marketing campaigns and making recommendations for future campaigns.
- Brainstormed and coordinated marketing campaigns and channels to drive awareness, traffic and conversion.

- Design and Development
- Verbal and Written Communication
- Software Development Life Cycle (SDLC)
- Front-End Development
- Data Structures and Algorithms