

# Lam Vu

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[Portfolio](#)

[GitHub](#)

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## Technical SKILLS

ReactJS, Redux, Ruby, Ruby on Rails, JavaScript (ES6), Node.js, Express.js, PostgreSQL, MongoDB, HTML5, CSS3, SQL, JQuery, D3.js, Chart.js, Axios, Webpack, Firebase, Heroku, AWS, Git

## PROJECTS

**Scribbblez** (Ruby on Rails, ReactJS, Redux, JavaScript, PostgreSQL, HTML5, CSS3)

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*A website inspired by Dribbble, a social media platform for designers and artists to share their work.*

- Implemented secure user authentication by storing hashed passwords generated using Bcrypt and storing session tokens using Rail's Session to maintain user-specific state to correctly identify users upon HTTP requests.
- Integrated AWS S3 with Rails ActiveStorage to streamline image uploads, reducing server load and allowing for scalability of image services.
- Created CSS modals for posts and implemented drag and drop feature to upload an image providing a seamless user experience.

**MyShoeShop** (Ruby on Rails, ReactJS, Redux, JavaScript, PostgreSQL, HTML5, CSS3)

[live](#) | [GitHub](#)

*A website inspired by Nike.com, an online store allowing users to shop for shoes.*

- Integrated Stripe API into the checkout process to allow users to make payments seamlessly and securely.
- Utilize webpack to build the application to be usable on the web browser, allowing separation of files making it easier to manage, debug, and test code.
- Improved state organization by storing core data types in objects and making the IDs as keys and data as values, achieving constant lookup and normalization of the Redux store.

**FinanceTracks** (Express.js, Node.js, MongoDB, Axios, ReactJS, D3.js, HTML5, CSS3)

[live](#) | [GitHub](#)

*A web application which allows users to track expenses.*

- Implemented D3.js to create dynamic data visualization allowing users to identify trends and spending patterns enabling users to effectively manage their budgets.
- Allow users to search for transactions by creating filter and search features using MongoDB queries instead of front-end filtering to ensure quick server responses and a smooth user experience.
- Utilized React Hooks to reduce complexity of components and reuse stateful logic making the application code base easier to manage and debug.

## EXPERIENCE

### Business Intelligence Analyst

NAVADeal, Inc.

Nov 2018 - Apr 2019

- Increased sales by over 12% by optimizing product's descriptions and creating Amazon ad campaigns.
- Analyzed sales and market data to forecast financial performance, identify trends, and reduce expenses.
- Developed and adjusted pricing strategy through market research and analysis for over 200 products.
- Created excel reports and built Tableau dashboards for the team to provide visibility into KPIs to facilitate business operations and product development.

### Office Assistant

Circa of America, LLC.

May 2018 - Aug 2018

- Assisted Director of Accounts by running sales reports and reviewing key data from clients using Domo and Excel.
- Supported over 10 client accounts by shipping, tracking, and documenting product samples for top fashion retailers.
- Processed production orders, sales orders, and invoices using BlueCherry ERP.

## EDUCATION

**Software Engineering Program** - App Academy, San Francisco | 2019

*Rigorous 1000-hour software development course with <3% acceptance rate.*

**BS in Applied Statistics** - University of California, Davis | 2017