shell farley

SOFTWARE ENGINEER

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PROFILE:

If you're looking for someone who can blend design and development, can produce clear efficient code, loves CSS like her coffee, and is driven to use design and functionality to create solutions that improve people's lives and be a delight to use, then you've found her.

EXPERIENCE:

Software Engineering Student

Software Engineering Immersive, General Assembly

- Created multiple applications using React, JavaScript, HTML and CSS.
- Developed full stack applications using: JavaScript, Express.js and Node.js; and Ruby on the Sinatra framework.
- Successfully deployed web apps through Heroku and GitHub.
- Leveraged multiple third-party application programming interfaces (APIs).
- Created applications using REST principles, incorporating initial route testing with Postman.

Projects:

- **Coffee Saver App:** React SPA frontend application utilising local storage and React Router. View site View GitHub
- **The Podcast Rec:** Full stack Ruby and PostgreSQL responsive app with user login and auth. Log in details to view: userprofile@test p/word: user-confirm View site View GitHub
- **DogWatch:** Full stack Express.js, Node.js and JavaScript mobile app with user login and auth. Log in details to view: userprofile@test p/word: user-confirm View site View GitHub
- **Tic Tac Toe game:** Interactive game with vanilla JavaScript, DOM manipulation, HTML and CSS. View site View GitHub

Brand Manager, Circle In, HR Tech Start Up   2018 - 2020

- Led the brand implementation of 23 digital platforms in a two year period, including development of additional branded policy templates, newsletter templates, and additional resources.
- Worked with over 20 client design teams to ensure cohesive brand experiences for their organisations, including Coca-Cola Amatil, Medibank, L'Oreal Australia, and Cotton On amongst others.
- Worked collaboratively with a full stack development team, and external Wordpress contractors to deliver client portals and the marketing website.
- Introduced and created image licensing and compliance processes for the digital asset library and use of all digital assets.

Graphic Designer & Research Centre Co-ordinator, RMIT University   2011 - 2017

- Managed art direction and publication of multiple research publications.
- Led the design and production of a research journal series, including co-ordination of editorial team, and management of external design team.
- Management of operational centre budget and research funding - with funding increasing from $250k to $900k during this period.

TECHNOLOGIES:

HTML, CSS, JavaScript, React, Express.js, Node.js, Ruby, Sinatra, PostgreSQL, SQL, GitHub, Heroku, Cloudinary, NPM, Axios.

DESIGN SOFTWARE:

Figma, Adobe XD, Adobe InDesign, Illustrator, Photoshop, Procreate.

WEB PLATFORMS:

Webflow, Elementor for WordPress, Squarespace.

OTHER SKILLS:

Collaborative team member, stakeholder management, clear communicator, budget management, project management, event management.

EDUCATION:

Software Engineering Immersive, General Assembly - 6 months.

Foundations in Web Development, Code Like A Girl - 12 weeks.

Diploma of Digital Marketing, Australian College of Marketing.

Graduate Diploma in Graphic Design, RMIT University.