# cb

## CALEY BROCK

3A Computer Science
Business Option
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caleybrock.com

150 Heath St West
Suite 503
Toronto, ON M4V2Y4

Canadian and American
citizenship

Desire to learn
Big picture perspective
Proactive
Problem solver

User Experience
Front-end development

### Technical Skills
HTML, CSS
AngularJS
MySQL
Scheme
Python
C, C++
Bash
InDesign
Photoshop
Illustrator
Microsoft Office

**Employment Experience**

User Experience Developer                                      Jan - April 2014
EDP Software, Vancouver, BC
- Identified opportunities for improvement of the company's main product, SchedulePro, by analyzing key tasks and processes used to schedule shift work
- Created a plan to provide better solutions to user scenarios within the software by categorizing and prioritizing scenarios based on frequency of occurrence
- Iteratively designed storyboards for scenarios, built solutions in AngularJS and validated with subject matter experts to create the product's most used interface
- Reduced execution time for key user tasks by about 20 percent
- Designed a visual representation that improved consumption of large amounts of data
- Designed, in collaboration with the marketing team, the product marketing materials for trade shows and presented them with the team to other local technology companies

Junior Developer/Data and Marketing Analyst                    May - Aug 2013
Olson Canada, Toronto, ON
- Doubled Email open rates by developing responsive HTML templates for Home Depot and Second Cup, as part of the customer relationship marketing team
- Managed and executed client-facing and internal reports to evaluate efficiency of mobile applications, websites, Email and SMS blasts through Excel, MySQL and Google Analytics
- Completed front-end updates and bug fixes for responsive websites and applications including the Second Cup loyalty site
- Gathered requirements, implemented changes and performed quality assurance to make Ontario Lottery and Gaming sites AODA Level A Compliant

Residence Life Don                           May - Aug 2012, Sept 2013 - Dec 2013
University of Waterloo, Housing and Residence, Waterloo, ON
- Supported a startup residence community (VeloCity) of upper-year students to encourage innovative and entrepreneurial growth through passive and active programs
- Managed and resolved incidents while completing documentation in a timely manner

Quality Assurance Intern                                       June - July 2011
360Ed, Inc., Orlando, FL
- Performed detailed quality assurance testing for innovative online learning and video game projects
- Participated in new feature brainstorming meetings

**Volunteer Experience**

Head Graphic Designer, Marketing Team, Fashion for Change, 2013
- Collaborated with a team of photographers, make-up artists, models, and graphic designers to produce cohesive and eye-catching promotional campaigns in print and online media

Conversation Starter, TEDx UW, 2012
- Discussed relevant topics with TEDx livestream audience and facilitated networking

**Education and Professional Development**

Candidate for Bachelor of Computer Science, Honours Cooperative Program,
Business Option, University of Waterloo, Waterloo, Ontario, September 2011-present
Relevant Courses:
- Data Structures and Data Management, Object-Oriented Software Development, Logic and Computation, Interpersonal Communication, Public Speaking

AMPED Leadership Conference 2013 Speaker, University of Waterloo, Housing
- Conducted a workshop for first year students on defining values

High School Diploma, Graduating Valedictorian, Boone High School, Orlando, Florida, 2011

**Activities/Interests**

Ceramics ▪ Graphic design ▪ Community leadership