

# VLADIMIR SALAVEI

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**SKILLS:** React, Redux, Ruby, Ruby on Rails, JavaScript, SQL, PostgreSQL, HTML, CSS, Node.js, Webpack, Heroku, AWS, Git

## PROJECTS:

### CLONE PINTEREST

(Rails, React, Redux, JavaScript, PostgreSQL, HTML, CSS3, AWS and Heroku)

[Live](#) | [Github](#)

Full-Stack project inspired by Pinterest, where user can discover and share new ideas.

- Incorporated custom client-side auth validation to avoid unnecessary AJAX request, improving performance
- CRUD for inspirational Pins, user registrations, and saving Pins via custom transactional database operations
- Leverage Rails polymorphic associations connection between Pins-Boards-User for DRY code.
- Threaded data for form inputs across multiple React components in multi-tab forms and binding submissions to parent.
- Combined AWS & Rails Active Storage allowing users to load an image as Pin or profile photo.
- Implemented secure backend authentication with BCrypt hashing in Rails mode, and custom route in React router
- Incorporated Redux to allow React components to extract the data needed, resulting in efficient communication between UI elements.

## EXPERIENCE:

### Hospitality Consultant, Maddox Media

Manhattan, New York

Dec 2017 - Mar 2020

- Advised and implemented UI/UX improvements for a restaurant website resulting in a 23% increase of online orders through the restaurant website in the first quarter.
- Forecasted appropriate purchasing and inventory standards by identifying price points gaps and creating new partnership opportunities based on P&L synergy analysis.
- Optimized schedule for the FOH Team that helped increase the adjusted gross income by 25%.
- Recruited and trained FOH Team of 10+ members.

### Executive Coordinator, Plated Chefs

59th St, Manhattan

Dec 2016 - Jan 2020

- Designed a new website for the company's portfolio focusing on a streamlined user experience with forward-thinking CSS and interface design.
- Analyzed web referrals and customers data to reduce marketing budget spending by about 70% and targeted more efficient avenues of advertising. These changes resulted in traffic gains to the company website and a 20% increase in appointments booked.
- Developed a party budget and coordinated execution with the chef, product supplier, and the client.
- Recruited and trained FOH team of 8+ members.

## EDUCATION:

Belarusian State University - 08/2012-05/2016 - BS Public Relations, Minor: Image Management/Crisis Communication.

AppAcademy - 2020 - Attempt to an intensive coding bootcamp with < 3% acceptance rate.