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Mississauga ON Canada ⚏

Andrew Paradi

Skilled coding & communication recognized in co-op & competition.
Takes initiative. Writes production code. Data driven. Entrepreneur.

Education & Skills

University of Waterloo (Jan '15 – '18)

   Bachelor **Computer Science**, Business Option

Wilfrid Laurier University (Sept '13 – '14)

   Bachelor Business Administration

HTML5	●●●●●●	JavaScript	●●●●●●
CSS3, SASS	●●●●●●	NodeJS	●●●
C, C++	●●●●	AngularJS 1.4 & 2	●●●●
Python	●●●●	jQuery	●●●
Git	●●●●●	Wordpress, PHP	●●●●

Work Experience

Developer & Growth Intern at Blitzen   (April – Aug '16)

   • Built new site, A/B split tested text, buttons, **JavaScript** image carousel; **signups grew 74%**

   • Pitched dynamic pricing, built mobile ready slider with **jQuery, HTML/SASS** for site and in-app

   • Advocated for & implemented Optimizely split testing, Heap Analytics for in-app usage reports

Growth Intern at Videostream   (May – Aug '15)

   • Developed new A/B tested site, **app downloads grew by 32%**, weekly active **users by 12%**

   • Built new Premium upgrade page with **JavaScript**, Google Material Design, & Stripe API

Co-founder & CEO at Teknically   (Oct '13 – Dec '14)

   • Wrote & tested **scoring insight algorithms** for Google Analytics data, A/B split tested website

   • Pitched, won **$65,000**. Cohort 2 at **Google for Entrepreneurs**. Interviewed at **Y Combinator**

GitHub Projects & Awards

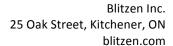/resume-scoreboard   Hack the North (Sept '16)

   • Resume keyword analysis. Built UX with **AngularJS 2**, backend API with NodeJS & Firebase

/progress-pebble   (Jan – Sept '16)

   • PebbleJS app to log fitness data (time, dist) and calculate statistics (ie. aggregate avg. speed)

/andrewparadi.github.io - andrewparadi.com   (Dec '15 – present)

   • Write about startups, resumes, book reviews, linux server admin. **18,200 views in 6 months**

   • Built in **Jekyll on Ruby**, optimized images & code to **decrease load time by 2.2x** vs. old site

gabehab/htn2015   Hack the North (Sept '15)

   • Local inventory search. Built profiles in HTML/CSS, customized Google Maps **Javascript** API

RandomMaker/StockSlate   Hack the North (Sept '14)

   • Wrote **scoring algorithms** to analyze stock portfolios. Pitched, won **Bloomberg API Prize**

Scored 620, **97th percentile**, on **Bloomberg Aptitude Test** for innate ability for career in finance

Volunteer Work

   • Weekly meal helper at Parkwood Mennonite Nursing Home – Waterloo, ON   (May '15 – Present)

   • Cabin leader for 8-18 year old boys at Camp Mini-Yo-We – Port Sydney, ON   (July '12, '13, '16)

   • Website development for the Christian Embassy of Canada – Ottawa, ON   (June – Aug '16)

   • Webmaster & site development for Grace Orphan Home – Gudivada, India   (Jan '14 – Aug '15)

September 14, 2016

To whom it may concern:

I managed Andrew Paradi during his time as our Developer & Growth Intern from April to August 2016. From working with him, I would recommend Andrew if your team is looking for someone who consistently takes initiative, rapidly writes production ready code, and passionately relies on data for decision making.

After reviewing our growth challenges in his first week, Andrew proposed a plan to systematically optimize our UX in every stage of the sign up process. A plan like this from a co-op was unexpected but Andrew surpassed our expectations by successfully implementing this ambitious plan in just 15 weeks and improving our core growth KPIs.

First, Andrew leveraged his strong experience in website optimization and copywriting to quickly prototype a revised site in HTML/SASS. Andrew also advocated for use of Optimizely for split testing and within weeks we had data showing a 74% boost in inbound signups on Andrew's new version. His simplified sales copy explaining our features also boosted signups from those sections over 444%.

Andrew had a strong understanding of how his code could impact our bottom line. After listening to some sales concerns on pricing, Andrew suggested a dynamic pricing strategy with a slider to change prices proportional to the # of contacts the user would have. He quickly built a mobile ready prototype of the new interactive pricing page in HTML/SASS and jQuery that passed the scrutiny of both dev and sales teams.

Every week, Andrew continued to push for more robust internal use of data for decision making. In meetings, he frequently asked for and presented data to justify his positions often referencing Google Analytics and Optimizely reports. Andrew also spearheaded building in-app analytics into Blitzen, outlining project specifications, leading implementation, and building reports for internal analysis.

Andrew surpassed my expectations. Short term, his ability to rapidly code new ideas had a stunning impact on our growth KPIs. Long term, his passion for data-driven decision making was contagious and continues to improve our culture. I highly recommend Andrew if your team needs someone who consistently takes initiative, writes production code, and is passionate about data-driven decision making.

Cheers,

Jesse Guild
CEO, Co-Founder
jesse@blitzen.com

September 8, 2015

To whom it may concern:

I managed Andrew Paradi during his time as our Growth Intern from May to August 2015. From my experience working with him, I'd recommend Andrew for your team if you're looking for someone who takes initiative, learns quickly, and works independently to reach team goals.

Andrew took initiative early on to lead the development of our new website from the ground up. By himself, with his strong web analytics background, he built a website that increased our download conversions by 32%. The site also surprised us when in-app weekly active users went up 12% thanks to higher user engagement, due to some clever redirects he implemented. Andrew was able to match the new design to our brand and material design guidelines without any help, and kept the right feel to the site by adhering to Videostream's love of witty copy.

In his role, Andrew also was able to dig in deep to help and understand users. He dutifully answered thousands of our user support emails for our then 1 million users, and left us with over 90 canned responses to improve our team's efficiency moving forward (in his time at Videostream, average response time increased 63%).

Andrew learns very quickly. Working closely with our dev team, he picked up many of the nuances of agile Chrome App development to build our new in-app premium flow in Javascript and HTML/SASS. In his last 2 weeks, Andrew finished most of the code and we're already seeing promising revenue growth in split tests. Again, I need to stress that he was able to learn, make decisions, and implement an entirely new checkout flow by himself and without slowing down any engineer on the team. He does not need babysitting, which is a HUGE asset in a co-op.

Andrew surpassed our expectations and, within our team, had the single largest impact on inbound conversion this summer. I highly recommend Andrew if your team needs someone who takes initiative, learns technical concepts quickly, and will work his butt off to hit goals and deadlines.

Cheers!

Matt Gardner
Co-Founder/COO, Videostream
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