

ALEXANDER J. GUBERNIKOFF

New Haven, CT

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[Blog](#) | [LinkedIn](#) | [Github](#) | [Portfolio](#)

SUMMARY

Experienced in graphic art/design, business development and social media marketing. Enthusiastic about complex, creative problem solving, thoughtful design, and efficient code.

SKILLS

JavaScript | HTML | CSS | React | Ruby on Rails | MySQL | PostgreSQL | Heroku | Github | Adobe Photoshop Element | Three.js

TECHNICAL PROJECTS

Anchor Stainless Company Website | [Github Monolith](#)

Collaborated with local business to develop full stack company website with original design and functionality

- Utilized React fundamentals like useState, useEffect, and the react-router-dom to create seamless, original UI/UX
- Implemented automated emailing service utilizing ActionMailer in Ruby on Rails

Feedback Market | Individual Project | [Github Monolith](#) | [Demo](#)

An E-commerce platform that uses social media features to determine demand aimed at independent creators

- Created a RESTful server to authenticate and authorize users, as well as track their activity
- Utilized Ruby on Rails to create validations and authorizations to give priority to users who interact with the site
- Utilizes AWS S3 buckets to store and access media on the cloud

Pixart | Group Project | [Github Monolith](#) | [Deployed Site](#)

A communal pixel art canvas that leverages Action Cable to update in real time

- Created a RESTful server to authenticate and authorize users, as well as track their activity
- Utilize Action Cable and Redis to handle real time updates of canvas and chat
- Created backend validations in Ruby on Rails to implement a timeout to encourage cooperation

EXPERIENCE

Gubernikoff Creative

New York, NY

Co-Founder, Software Engineer

2022

- Coordinated end to end client experience including both administrative functions and website design
- Led client development process in order to establish business leads
- Implemented Front and Back-End build on projects primarily utilizing Javascript, React, and Ruby on Rails

Alexander Gubernikoff Designs

Wallingford, CT

Owner

2018-present

Software Engineering

- Develop and maintain personal e-commerce website utilizing React, Ruby on Rails, and Stripe API.

Graphic Design

- Develop original digital art to be printed and embroidered on shirts, sweatshirts, socks and hats
- Utilize Adobe Suite to develop mixed media art, including both self-directed and custom projects

Business Development

- Work with manufacturers to ensure quality, material, style and fit align with customer preferences
- Partner with retail and pop-up stores in New York City and Miami to develop products that attract target consumer groups and arrange mutually beneficial marketing events
- Manage all direct-to-consumer sales via social media pages, offering both standard and custom apparel

Social Media Management

- Develop image and video content for social media pages, promoting graphic design brand

EDUCATION

University of Florida, Heavener School of Business

Gainesville, Florida

Bachelor of Science, Business Administration and Marketing (BSBA-MAR)

2017

- Select Classes: Business Finance; Intro to Statistics; Problem Solving Using Computer Software, Information Technology; Data Analytics

Flatiron School

Remote

Software Engineering Program

Jan-May 2022