ALEXANDER J. GUBERNIKOFF

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Blog | LinkedIn | Github

SUMMARY

Recent graduate from Flatiron School's Software Engineering program, with experience in graphic art, business development and social media marketing, seeking a full-time role in software development

EDUCATION

Flatiron School   Remote
Software Engineering Program   Jan- May 2022

University of Florida, Heavener School of Business   Gainesville, Florida
Bachelor of Science, Business Administration and Marketing (BSBA-MAR)   2017
- GPA: 3.4 | Dean's List: Spring 2013
- Select Classes: Business Finance; Intro to Statistics; Problem Solving Using Computer Software, Information Technology; Data Analytics
- Study Abroad: Spring 2016, St. John University in Rome, Italy

TECHNICAL PROJECTS

Capstone Project | Individual Project | Github Monolith   April 2022 - Present
- An E-commerce platform that uses social media features to determine demand aimed at independent creators
- Full stack: backend in Ruby on Rails, frontend in React
- Leverages useState, useEffect, useParams, react-router-dom, react-colorful, react-elastic-carousel, Active Storage, Active Model Serializers, AWS s3,

Pixart | Group Project | Github Monolith | Deployed Site   April 2022 - Present
- A communal pixel art canvas
- Full stack: backend in Ruby on Rails, frontend in React
- Leverages useState, useEffect, react-router-dom, react-colorful, Active Model Serializers

Rick and Morty Fan Page | Group Project | Github | Deployed Site   Feb 2022 - Present
- A Rick and Morty Fan page where users can see character details and select their favorites
- Frontend in JavaScript

EXPERIENCE

Alexander Gubernikoff Designs   Wallingford, CT
Owner   2018-present
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
- Utilize Microsoft Excel to manage profitability of individual products and business finances more broadly

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

SKILLS

- JavaScript, HTML, CSS, React, Ruby on Rails, Sinatra, MySQL, PostrgreSQL, Heroku, Github Adobe Photoshop Elements, InDesign and Illustrator