

Alex Jin

Lead Frontend Developer

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EXPERIENCE

Frontend Developer, Project Lead

LaunchPad Lab (September 2020 – August 2023)

Built complex custom applications as both lead and contributing developer for agency clients across a broad range of verticals primarily leveraging production quality React and Ruby On Rails. LaunchPad Lab is an agency that specializes in customized technology solutions

Hybrid mobile client portal with Rails, *American Truck Business Services*

April 2023 – August 2023

- Built a hybrid desktop + mobile solution ground up with React and Ionic, modernizing a legacy PHP desktop-only client portal for ATBS, an accounting firm servicing over 20K independent truck drivers
- The new UI leverages data visualization and complex nested tables to provide detailed individual accounting information and benchmark trends to drivers. Soft launched to a group of 2K+ active users as a testing period for full rollout

Customer-facing React platform, *Millennium Trust Company*

October 2021 – March 2023

- Embedded with internal teams at Millennium Trust Company, a financial custodian that manages over \$56B in investments for 5M clients, to build a novel asset management platform
- The Asset Custody Portal streamlines document and form capture as well as Salesforce data management processes, and succeeded in soft launch across three of MTC's largest clients
- Managed two additional developers – delegating sprint tasks, grooming requirements and dependencies across the project timeline and maintaining project documentation in Azure

Custom Salesforce live agent chat application, *Natera*

March 2021 – September 2021

- Built a real-time chat app enabling document share between customer agents and product knowledge experts for Natera, a \$6.5B publicly traded pharmaceuticals company
- App enables chat queuing across a number of user types, chat redirect and chat logging across four departments

SUMMARY

Seasoned developer and software consultant with exceptional client communication skills. Experienced in leading projects and working in cross-functional teams to ensure client success.

EDUCATION

Computer Science, M.S.

DePaul University, 2019

Data Science Bootcamp

General Assembly, 2017

Journalism, B.A.

Indiana University, 2013

TECHNOLOGIES

Frontend: React, Storybook, RTL, Enzyme, Ionic, D3, Material, NPM

Backend: Ruby On Rails, NodeJS, Express, GraphQL, MongoDB, AWS S3 & Lambda, Mulesoft

Other: Git, Sketch, Docker, CircleCI, Salesforce, Postman

React/Rails based alpha build, *Firm Value*

September 2020 – March 2021

- Gathered requirements for a bespoke small-business investment platform in close collaboration with the start-up founder
- Took the project from blueprint to alpha on an aggressive timeline as the sole frontend developer paired with a single backend developer

Frontend Engineer, Jr.

EZFunnls (June 2018 – January 2019)

Developed an e-commerce WYSIWYG website builder designed to empower small-scale entrepreneurs to get feature products to market quickly with an emphasis on modernized sales funnels

- Primary front end engineer tasked with building out and testing our UI library for storefront, checkout experience and merchant dashboard interface
- Managed two additional junior frontend developers in collaboration with our experienced technical architect and primary backend developer
- Shared in backend tasks building our API. Express backend built using MongoDB, AWS S3, Lambda and GraphQL
- Architected a performant rendering process to dynamically generate complex, responsive client sales pages from simple and fast NoSQL JSON blueprints

Account Executive, Media & Analytics

BCV Social (2016 – 2018)

- Managed social advertising strategy, targeting and execution for 30+ clients across Facebook, Instagram, Twitter & Pinterest. Collectively responsible for over \$100K in annual cross-platform spend.
- Implemented a new conversion-tracking process, which in one case found over \$55,000 in unidentified revenue attribution
- Built out ad hoc reporting dashboards, analyzed trends and provided key insights for client conversations

Market Research Coordinator

MB Real Estate (2014 – 2016)

- Worked directly with an experienced commercial real estate team managing multiple comprehensive databases and cataloging near real-time market metrics for analysis
- Produced a comprehensive quarterly market report cited regularly in Crain's Chicago and Globe St.