

Alex Nordin

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[LinkedIn](#)

[Portfolio](#)

[GitHub](#)

2014 Weston Green Loop

Cary, NC 27513

Summary

Frontend developer using a sales background to build web applications that are both attuned to the user's needs and intuitive to their user experience. Creative problem-solver, skilled at understanding the user's needs and translating them into real-world deliverables. My goal is to use my skills as part of a results-oriented, innovative team, and to continue developing my skill set in the process.

Technical Skills

Languages: JavaScript, TypeScript, GraphQL, CSS, SQL, NoSQL

Applications: GitHub, Contentful, Mixpanel, SonarCloud, MongoDB, MySQL, LaunchDarkly

Tools: React, NextJS, MUI, Redux, Express.js, Node.js, jQuery, Handlebars, Bootstrap

Certifications: AWS Cloud Practitioner

Experience

Myxx, Inc.

April 2021 – Present

Associate Software Engineer

- Developed and maintained new GoMyxx front-end web application from inception to design, build, testing, and release.
- Implemented Brand Pages, a landing page built on the GoMyxx platform that provides a customizable shopping experience while capturing user traffic for optimization.
- Coordinated with company stakeholders to roll out Brand Page implementation, including creating/refining user experience, creating documentation, and training marketing team members.
- Used data-driven decision making to design and develop feature improvements to improve user experience.
- Performed product and planning duties as required including designing new features, writing user stories, defining acceptance criteria, and creating tasks/stories.

Align Technology, Inc.

June 2017 – June 2020

Territory Manager- San Jose, CA

- Applied comprehensive knowledge of Align digital platform and sales strategies for key accounts to accelerate revenue and higher case volume.
- Managed a defined a geography of 100+ accounts to grow their business, based on deep understanding of each account's business, goals, challenges, and opportunities.
- Orchestrated internal Company resources to optimize the customer experience and provide ongoing promotion of Align solutions.

Sales Associate- Raleigh, NC

- Remotely managed various account geographies to help customers increase Invisalign adoption in their practice.
- 3-month relocation to cover a Strategic Account territory in NYC; established strong relationships with customers to drive business, perform team trainings, and embrace digital adoption.
- Regularly traveled to train doctors and staff on implementation, focusing on patient engagement features, digital optimization, and consumer experience.

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Team Lead, Invisalign Pro- Raleigh, NC

- Conducted one-on-one coaching sessions to develop skillsets amongst 18 CSA team members.
- Built and implemented process efficiencies and work instructions for pilot programs.
- Collaborated with Quality Assurance in order to improve program effectiveness and customer satisfaction.

Concierge Service Advisor (CSA)- Raleigh, NC

- Drove sales production by administering support to general dentistry and orthodontic practices through regular verbal and written communications to increase Invisalign penetration.
- Identified cross-sell/up-sell opportunities for engagement by the appropriate sales representative.

New Penn Financial, LLC

August 2015 – May 2017

Mortgage Consultant- Raleigh, NC

- Managed up to six clients at a time, coordinating with internal teams and external vendors to ensure loans were processed and approved within established timelines.

Education

Certificate, Full Stack Web Development - UNC Chapel Hill

March 2021

Bachelor of Arts, Economics - University of North Carolina at Chapel Hill

May 2014

Major: *Economics* | Minor: *History*