

Arianna Basilone

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Education

Western University, Ivey Business School

London, ON

B.E.Sc. SOFTWARE ENGINEERING AND B.A. HONOURS BUSINESS ADMINISTRATION

June 2020

- Awarded the Western Scholarship of Excellence for entering university with an average above 90%
- Cumulative GPA: 3.7 / 4.0 (82%); Dean's Honor List (2016, 2019, 2020)

Work Experience

MonstrARTity Creative Community

Mississauga, ON

WEB DEVELOPER

August 2020 - September 2021

- Updated website design and content for three distinct programs while optimizing pages with respect to loading, SEO, and user experience.
- Analyzed web traffic via Google Analytics to help the marketing team define more in-depth customer profiles, as well as measure the effectiveness of their online marketing campaigns and make recommendations.

Craigwood Youth Services

London, ON

IT SYSTEMS ADMINISTRATOR

Summer 2019

- Conducted several research projects and generated reports or migration plans for future adoption of software, whereby making a recommendation to executive management based on appropriateness, feasibility, cost and risk analysis
- Tailored user documents and re-configured application features to improve user experience and increase adoption rates from staff

C1 Networkx

London, ON

SUMMER ANALYST, FINANCE & ACCOUNTING

Summer 2018

- Maintained company books and analyzed monthly reports to draw implications and make recommendations on company operations; led to various cost-cutting initiatives that helped increase cash flow and improve working capital

C1 Networkx

London, ON

JUNIOR SOFTWARE ANALYST

May 2016 - July 2016

- Performed a diagnostic of the clients' product regarding its functionality and limitations by running controlled tests, and interpreting the data results which were then reported to the project manager and provided a basis for client recommendation
- Generated a client report to address potential legal ramifications related to the divestment of software IP; any implications would affect sale value

Major Projects

AR We There Yet?

September 2019 - March 2020

Augmented reality (AR) based navigation app build on Android to provide a more intuitive and precise navigation aid for attendees at outdoor venues.

- Responsible for mapping functionality and was team expert on the customised backend data, Mapbox technology/APIs, and AR Core integration with Mapbox library. Instrumental in identifying user needs and behavior, then tailoring application features and design to increase adoption rates

Canadian Engineering Accreditation Management System (CEAMS)

September 2018 - March 2019

Tracks an engineering program's compliance with accreditation requirements via a user-friendly web application that processes students' academics.

- Lead developer for several sprints on the sub-team responsible for the dynamic creation and export of user requested reports. Ensured timely delivery of the most important features in each sprint, resulting in the team landing in the top percentile for client satisfaction

Volunteer & Leadership Activities

Western Undergraduate Engineering Society

London, ON

VICE PRESIDENT, FINANCE & ADMINISTRATION

September 2016 - April 2018

- Managed more than \$200,000 of annual funding across the UES council budget and the Undergraduate Project Fund; coordinating with faculty advisors, to appropriately distribute funds across the various educational, athletic and social needs of the broader engineering student body

Programming Skills

Java · C++ · Python · HTML · CSS · JavaScript · React · Vue.js · MongoDB · Node.js · Version Control (Git)