Avia Weinstein

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214-934-8292
Atlanta, GA

EXPERIENCE

FOREVER, INC   Pittsburgh, PA
Software Engineer   8/16 – 6/17

Technical Accomplishments
- Dove into middle of major website reorganization and redesign project, quickly contributing to both frontend and backend code meaningfully.
- Served as key contributor in remake of primary product application, making vital frontend architectural decisions. Quickly learned newly-chosen frontend framework, Vue.js.
- Rebuilt all automated emails and implemented clean design across all devices and platforms.
- Initiated and executed complete overhaul of company's frontend style guide.

Company-Wide Initiatives
- Aided in the professional growth and development of co-workers. Served as mentor for non-engineers wanting to learn about coding data structures, writing tests in Rails, and versioning control (git).
- Promoted company-wide spirit by planning and organizing company activities and competitions, leading a project to create company yearbook outside of working hours, and adding fun twists to otherwise mundane team rituals.

4MOMS   Pittsburgh, PA
Software Engineer   6/14 – 6/16

Responsive Web Development
- Spearheaded responsive redesign of international global.4moms.com websites, 17 languages in total to support 62 countries. Created universal structure for ease of ongoing updates.
- Achieved a responsive redesign by coordinating development of both 4moms.com and shop.4moms.com resulting in an increase of mobile traffic by 45% and mobile conversion rate by 25% within 6 weeks.
- Conceptualized and led project to automate script for international websites, reducing time for creating new pages from 8 hours to 0.5 hours.
- Served as key communicator and champion within team to ensure highest standards of code and practices.

Digital Marketing
- Expanded role as the dedicated software engineer on the digital marketing team. Supported the team with custom HTML email development, ongoing ecommerce optimization projects, and website changes based on web analytics and A/B testing. Entrusted to manage backlog and timeline.
- Acted as strong cross-functional communicator within team. Tirelessly advocated for mutual understanding and alignment behind project scope, timeline, objectives, and priorities.

Product Development
- Collaborated with VP of Technology to design web application that automated documentation of product information coming off of the assembly line in noisy production environment without internet access. Went from capturing 0 to 15,000 product assemblies per month without cost increase.
- Contributed to embedded code development on physical product (infant car seat). Jumped into project with little notice, spun up quickly, and self-taught best practices with lack of clarity.

TECHNICAL SKILLS

- **Fluent:** CSS3, HTML5, JavaScript, JQuery, HAML, Sass, SCSS, Ruby, Rails, Bootstrap
- **Experience with:** Vue.js, Python, C, Java
- **Tools:** Git, Vim, Jira, Confluence, Trello, Pivotal, Email on Acid, AWS S3, BigCommerce, Salesforce Marketing Cloud, Hipchat, Slack, Font Awesome, Adobe Photoshop, Adobe Fireworks, Google Analytics, Google Tag Manager
- **Practices:** TDD, pair programming, Scrum (Agile), code review, SMACSS

EDUCATION

Carnegie Mellon University   Pittsburgh, PA
Bachelor of Science in Applied and Computational Mathematics   *2014*
Concentration: Computer Science