

## BACH H. LE

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## EDUCATION

### Fordham University, Gabelli School of Business

New York, NY

*Bachelor of Science in Global Business, Minor in Computer Science*

Expected May 2024

**Relevant coursework:** Web Application Design & Development, Database System, Web Analytics

### Flatiron School

New York, NY

*Full Stack Web Development, Ruby on Rails and JavaScript program*

April 2022 - August 2022

## TECHNICAL SKILLS

- Programming Languages: JavaScript, TypeScript, Python, Ruby, C++, R
- Front-end frameworks: React.js, Next.js, HTML, CSS, Tailwind CSS
- Back-end frameworks and database: Ruby/Rails, Node.js, Postman, MySQL, PostgreSQL, Express

## EXPERIENCE

### Ra Labs

New York, NY

*Full-stack Software Engineer Intern*

March 2022 - Present

- Designing and implementing *RESTful APIs* using *Ruby on Rails* for optimal performance and scalability
- Developing elegant and responsive front-end user interfaces for AI/Crypto back end using *React* and *Tailwind CSS*
- Ensuring seamless integration of front-end and back-end functionalities
- Collaborating with a 3-people team to identify and resolve technical issues, improving code quality and performance
- Assisting with project planning, task prioritization, and progress tracking

### Vietnam – New York Youth Association

New York, NY

*Project Manager*

January 2022 - June 2022

- Strategized and budgeted event campaigns for the “2022 Vietnamese Lunar New Year Event”
- Managed a 6-people team for event planning, budgeting, and marketing by collaborating through *Google Suites* and tracking progress through *Notion*
- Created written and visual content to increase social media exposure, receiving 17,000 impressions in three weeks
- Achieved total profit of \$4,000 in 2 weeks, achieving full capacity for the event and obtaining coverage on 10 national news channels and online newspapers

### The British Council

Hanoi, Vietnam

*Customer Service Intern*

January 2021 – July 2021

- Coordinated customers with advisors for consultation services. Increased customer satisfaction survey scores by 28%
- Provided Tier-1 customer service through formally responding to customer inquiries and supporting front desk requests
- Managed bi-weekly emails and calls to build rapport with clients, boosting student re-registration rate by 24%

## ACADEMIC PROJECTS

### Gabelli School of Business Consulting Cup Challenge

New York, NY

*Team Leader*

September 2021 – December 2021

- Led a six-person team to study *Lyft, Inc.* to win a semi-finalist award in a university-wide business plan competition
- Analyzed *Lyft's* financial situation, operation, and business strategies to identify its business challenges
- Developed the “*Lyft Green*” electric vehicle charging station business plan as a solution to the low market share problem

## TECHNICAL PROJECTS

### Moodr - [GitHub](#)

*An app that combines user's vital information and their answers to real-time behavioral questions to generate possible moods*

- Conducted in-depth research to explore a novel approach for real-time monitoring and reporting of human mental health.
- Engineered an algorithm that combines the user's answers to behavioral questions with physiological metrics for improved accuracy
- Built and deployed a comprehensive, full-stack software application that leverages the algorithm utilizing *Next.js*, *Capacitor*, & *Rails*
- Developed a custom database and REST API utilizing *Ruby on Rails*, ensuring optimal performance, scalability, and maintainability

### Boomergram - [GitHub](#)

*A social media app like Instagram that has a Gen Z/Gen X slangs dictionary built-in and caption parsing algorithm*

- Developed *Boomergram* - a social media app that fosters an inclusive user experience for all age groups
- Engineered a feature that automatically finds slangs in the caption and translates them to standard English
- Modeled custom database schema and REST API with *Ruby on Rails*, *Active Record*, and *Postgres*
- Developed user interface using *Javascript*, *React*, *Tailwind CSS*, and *Heroicons* with responsive design techniques