

Brooke Scarlett Yalof

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Full-stack interactive developer with a unique combination of skills including coding, user-experience and user-interface design, and human-centered engineering; adept at project and client management, branding, and digital marketing.

TECHNICAL EXPERIENCE

Flatiron School x WeWork, New York, NY

Technical Coaching Fellow | May 2018 - Present

- Deliver lectures covering various development paradigms in Ruby, Rails, Javascript, and React
- Create new curriculum and merged in changes to existing labs to solve issues
- Responsible for managing the students' experiences, including: debugging projects, organizing their daily schedule, conducting ad hoc review sessions, and mediating interpersonal conflicts
- Selected as part of a small team to launch first International Flatiron campus in London

Freelance, New York, NY

Digital Designer, Developer and Brand Consultant | June 2017 - Present

- Concept iconography, typography, and color to articulate client's brand through visual language
- Prototype user-centered designs with wireframes to produce high-quality visuals across multiple platforms
- Build custom Shopify integrations, manage Mailchimp campaigns and plan social media strategy
- Develop with custom Shopify themes, Squarespace, Node, Express, JavaScript, and React

TECHNICAL PROJECTS

Dooz - [Github](#) | [Demo](#)

Landing page for new e-commerce brand, with Node.js and Express backend that interacts with Mailchimp's API
Stack: Node, Express, React, CSS, Mailchimp API

Juked - [Github](#) | [Demo](#)

A collaborative playlist-building application that enables users to share the role of DJ at an event. When the communally-curated lineup is finished, Spotify recommends new tracks based on listening behavior
Stack: Node, Express, Firebase, React, Redux, CSS, Spotify API

Bounce - [Github](#) | [Demo](#)

An interactive music-synthesizing application that lets users start with a preloaded "scene" generated from the database, or reset the scene and make their own. Sound output is modified by users adding "blocks" and "balls" to the screen, and these custom creations can be saved
Stack: Ruby on Rails, SQL, Javascript, P5, HTML, CSS

Restfulraunts - [Github](#) | [Demo](#)

A restaurant discovery platform, that leverages a custom auth flow to let users sign in, input criteria and receive restaurant recommendations based on queries. The generated information is data scraped from The Infatuation
Stack: Ruby on Rails, SQL, OpenTable API, Google API

OTHER EXPERIENCE

DigitasLBi, New York, NY

Associate Media Planner | July 2017 - January 2018

Associate Media Planner Intern | June 2016 - August 2016

- Devised, executed and optimized digital media plans for agency's key client American Express
- Communicated with clients daily, and led weekly meetings covering, reporting and billing
- Led cross-functional and cross-agency team meetings for American Express Music initiatives

Yelp, Inc., San Francisco, CA

Marketing Intern | January 2017 - March 2017

- Assisted in creation of social media strategy, from writing and posting on a daily basis to developing large-scale campaigns. Additionally, presented new WordPress plug-ins to managers to achieve better web functionality

SKILLS

Languages & Frameworks • JavaScript, React, React Native, Redux, Node.js, Express, Ruby, Rails, Python, HTML, CSS/OOCSS, Liquid **Graphic Design** • Adobe Creative Cloud Suite, Sketch, Darkroom & Digital Photography, Solidworks

EDUCATION

Flatiron School, New York, NY

Software Engineering Immersive | January 2018 - May 2018

Northwestern University, Medill School of Journalism, Evanston, IL

Graduated Cum Laude | September 2013 - June 2017

Bachelor of Science in Journalism | Segal Design Certificate from McCormick School of Engineering

Spence School, New York, NY

High School Diploma | 2000-2013