

Carlos Martinez

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BRAND STATEMENT

Full-Stack Software Engineer with hands-on experience in JavaScript, Python, data analysis, and industry best practices. Driven by a passion for utilizing technology to solve real-world challenges through collaboration and user-based solutions.

Languages: Python, JavaScript

Frameworks/Libraries: Express, Mongoose, Django, Flask, React, TailwindCSS, Bootstrap, Material UI

Databases/Backends: PostgreSQL, MongoDB

Methodologies: MVC, OOP, RESTful Architecture, Agile methodologies

Tools: Node.js, Figma, Git, Command Line Interface

PROJECTS

AniDex (Anime Progress Tracking App)

- Led development using Node.js, Express, and MongoDB.
- Established a robust data management system with MongoDB, emphasizing data integrity and efficient retrieval.
- Utilized GitFlow methodology, streamlining team collaboration and enhancing version control for efficient project delivery.

NEED (E-commerce Application)

- Utilized the MERN stack to develop a comprehensive online marketplace with token-based authentication.
- Leveraged Stripe API and DummyJSON API for secure transactions and enhanced platform features.

Fitness Tracker App

- Developed a user-centric fitness app with Python, Django, and PostgreSQL, promoting personalized workout management.
- Enhanced user engagement with WGER API exercise selections and motivational quotes via FreeCodeCamp API.

CryptoKitty NFT Price Prediction

- Leveraged Python libraries such as Pandas, PyTorch, and TensorFlow to predict CryptoKitty NFT Prices by a 6% margin of error.
- Conducted image and data analysis to achieve a top 5/30 rank in Kaggle competitions.

AI Enhanced Data Discovery in Tableau

- Utilized Python and ChatGPT for data analysis on IMDB's top 1000 movies dataset.
- Presented possible business opportunities through Tableau visualizations focusing on Web3 applications in the film industry.

EXPERIENCE

GroundUp Solutions – Los Angeles, California

June 2023 – Present

Founder, Lead Engineer

- Founded GroundUp Solutions to bridge the digital divide, offering vital tech solutions to underserved businesses.
- Led fundraising initiatives that raised over \$2,000, directly supporting the hosting and maintenance of web applications.
- Increased weekly customer visits by 37% (on average 259 out of 700) for Salas Family Restaurants by implementing a loyalty rewards system leveraging the MERN stack, driving an estimated additional weekly revenue of \$4,000-\$5,000.
- Boosted customer service efficiency by 25% for S&J Legal Services by deploying a scalable AI-driven chatbot with OpenAI's API, reflecting 80% positive user feedback.
- Streamlined job assignments for S&J Legal Services with web-based applications built on Django, and Google's Route API.
- Consulted in the migration of NYTF's (National Yiddish Theater Folsbiene) website from WordPress to a MERN Stack web page.

La Unidad Latina Foundation – New York, New York

June 2021 – March 2023

Web Developer

- Analyzed and enhanced the existing codebase, spearheading the member page revamp with member profiles and summaries.
- Cross-collaborated with the marketing team, increasing web traffic by 12% via SEO and content strategy.
- Managed the end-to-end development of page components; planned, developed, and met with stakeholders ensuring brand alignment before deployment.
- Maintained Firebase user and member database, ensuring efficient user authentication, data retrieval, security, and integrity.
- Spearheaded the design and maintenance of specialized databases tailored for individual chapters, allowing chapters to register new due-paying members and track chapter funds/spending.

EDUCATION

Santa Monica College, Computer Science

June 2023 - Present

General Assembly, Adobe Digital Academy Software Engineering Immersive Bootcamp

March 2023 - June 2023

University of California, Los Angeles, Chicano/a Studies & Sociology

September 2018 - June 2022