Cory Ginsberg

Senior Software Developer

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Passionate senior software developer with over 5 years of experience in optimizing coding architecture, debugging, testing code, and troubleshooting new software applications. Adept at collaborating with multiple stakeholders, and a proven ability to work alone and with teams of up to 15 people. Strong drive to research and implement new ideas and technologies to continuously improve.

Work Experience

Perficient, Inc.   **Chicago, IL**
Senior Software Developer   August 2021 – Present

- Redesign the public facing Meta for Business website to modernize the look and code base which helped reduce tech debt by 60% year over year
- Collaborate with the backend and data analysis teams to implement a large-scale machine learning recommendation engine providing over $70 million incremental revenue increase annually
- Design and implement modules that help contribute to up to a 70% better average click through rate
- Spearheading efforts to re-implement modules using modern React and development standards, reducing average load time by up to 35%

Software Developer   July 2020 – August 2021

- Researched and implemented ways to allow people in Mainland China to access content hosted on Meta's servers worldwide, allowing them to learn how to sell their products to a global audience
- Optimized website code and architecture by implementing modern coding practices which resulted in a load time reduction of over 45%
- Led development for an AWS hosted website with over 10,000 daily visitors

Associate Software Developer   July 2018 – July 2020

- Built out a brand-new portal for tier 1 support agents from scratch using modern web technologies including functional React and GraphQL to help agents get answers to questions faster
- Engineered an iOS app where users can scan a bus stop sign to see upcoming bus times using Apple's ARKit and the Unity engine which ended up getting pitched to the Chicago Transit Authority

DePaul University   **Chicago, IL**
Student Center Manager   February 2015 – June 2018

- Directed the planning and setup of events and activities planned in and around the building
- Coordinated crew members with setting up and assisting events, along with answering any questions guests have and reporting on the activities of crew members
- Managed upwards of 50 people daily, providing them with the assistance and tools needed to properly setup and assist with said events and activities

Education

DePaul University   **Chicago, IL**
Bachelor of Science (B.S.) in Computer Science   September 2014 – June 2018

Skills

Soft Skills

- Cross-Functional Collaboration
- Attention to Detail
- Problem Solving

Technical Skills

- React/TypeScript
- Swift/Objective-C
- Python/Kotlin