David Linke
Software Engineer

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EXPERIENCE

2019 - PRESENT

Software Engineering Fellow, General Assembly

2015 - 2019

Co-Founder / Product Manager, Zolab

- Established MVP and defined product roadmap based on market and competitive analysis.
- Led creation of B2B eCommerce website which now accounts for ~70% of sales.
- Oversaw development of innovative packaging to differentiate products from competitors.
- Developed products internationally that are 2x-4x more cost effective than competitors.
- Marketed products via SEM campaigns and direct mailings of sample kits.

2012 - 2015

Product Manager, Applico

- Led teams of 3 to 7 people to create 15 custom iOS/Android apps and websites.
- Standardized agile process and how requirements are communicated to and tracked with development, design, and quality assurance teams.
- Won 2014 Delivery.com challenge for "Gastronomie", an iOS app for food delivery that makes intelligent recommendations based on your current situation and mood.
- Successfully grew business with several clients, overseeing ~$600k in business annually.

Select Projects
- Mt.Gox, formerly the world's largest Bitcoin exchange. Designed and developed fully featured iOS and Android cryptocurrency trading/monitoring apps as well as an SDK.
- CLSA Thorium, allows users at sea to send communications over the Thorium satellite network. Added graphical weather reports and the ability for users to submit forms to regulatory agencies, significantly increasing the utility and revenue potential.
- Castr, managed creation of this live video streaming platform with native iOS and Android apps.

EDUCATION

2019

Software Engineering Immersive
General Assembly

Full Stack Web Development with a focus on HTML/CSS/Javascript/React/Express/MongoDB

2012

Bachelor of Science in Electrical & Computer Engineering
Worcester Polytechnic Institute

Graduated with High Distinction.
Minor in Society, Technology & Policy. Studied abroad in Shanghai and London.

Major Projects
- Two-Wheel Self Balancing Robot, repaired and improved a self balancing robot to avoid obstacles running on the Matlab SIMULINK platform.
- Home Depot Efficient Lighting & Power Sources Retail Display, created physical interactive display powered by an MSP430 calculating cost savings of lighting and solar panels to boost in store sales.
- Automobile Safety Technology Interactive Exhibit, educated on modern improvements in automobile safety tech with custom designed Flash animations.

SKILLS

- Full Stack Applications Development
- HTML / CSS
- JavaScript / jQuery
- React
- Ruby on Rails
- Express
- SQL / NoSQL

- Git
- Leading Cross Functional Teams
- Roadmap Development
- Requirements Definition
- App Maps / User Flows
- eCommerce
- Agile & Waterfall SDLC's

- Running Daily Standups
- Client Relationships
- User Testing
- Vendor Management
- International Teams
- Quality Assurance
- UX Design