Frederico De Paoli

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EMPLOYMENT HISTORY

Verve, New York, NY
Software Engineer, *June 2018 - Present*

+ Co-lead consolidation of ad unit rendering and delivery systems between acquiring company Verve and acquired company Receptiv to ensure most efficient integration of different front-end tech stacks
+ Represent engineering in brainstorming designs for and technically evaluating feasibility of prospective custom ad engagements
+ Expand features of outstream mobile web video ads (i.e. autoplay, swipeable, muting, custom sizes, enhanced metrics) and create a user-friendly tag for publishers to choose between features

Receptiv, New York, NY
JavaScript Engineer, *July 2017 - June 2018*

+ Developed and deployed front-end structure of React-based enterprise software system utilizing Redux to optimize ad operations management and campaign trafficking
+ Designed and built HTML, CSS, and JavaScript for custom mobile advertisements, including mini-games involving score-tracking and collision detection, coordinated animations using pure CSS as well as GreenSock, and third-party API leveraging
+ Debugged and maintained extensive ad delivery codebase supporting 360 image and video, programmatic, MRAID, and VAST

TECHNICAL PROJECTS

DoodleDocs - Responsive online drawing platform used to draw and share sketches

+ Modularized code using React and Redux to create fast, reusable website navigation
+ Designed custom methods that simulate drawing using HTML Canvas, recording each stroke in a component state to allow for undo and redo functionality
+ Validated registrations on both front- and back-ends, and authenticated axios requests using JWT to secure user accounts

CheckUpOn - Single-page webapp that displays a Twitter user's current mood

+ Linked calls from the Twitter API for a Twitter user, extracting their 10 most recent tweets, to the Google Natural Language API, parsing those tweets for emotional sentiment and magnitude
+ Utilized AJAX requests and jQuery to render new content without page refreshes, producing a clean, efficient look

Trado - Chrome Extension for quickly translating words and phrases

+ Chains promises using the Yandex.Translate API to automatically detect and translate highlighted words on a page, overlaying a div directly above the selected text
+ Leverages Chrome Extension API to set and fetch saved target language

EDUCATION

Flatiron School - New York, NY - *2017*

+ Immersive Full Stack Web Development Program

Cornell University - Ithaca, NY - *2015*

+ Bachelor of Arts in Psychology, cum laude – GPA: 3.76

TECHNICAL SKILLS

+ JavaScript, React, Redux, HTML, CSS, GreenSock – Advanced
+ Node, Ruby, Rails, Webpack, Gulp, jQuery, Bamboo – Intermediate
+ PM2, SQL, C#, Python – Basic