

# DUNCAN MAINA

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## EDUCATION

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### Flatiron School

Bootcamp, Software Engineering

March 2017 - June 2017

GPA: 4

### Rutgers, the State University of New Jersey - New Brunswick

Bachelor's, Industrial Engineering

September 2011 - June 2015

GPA: 3.2

## PROFESSIONAL EXPERIENCE

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### Daily Harvest

Senior Software Engineer

Austin, TX, USA

September 2022 - February 2024

- Led the development of key mobile features and systems, enhancing user engagement.
- Design System: As the Lead Engineer, developed and implemented a comprehensive design system for the React Native app, improving UI/UX consistency and supporting the relaunch of the mobile application.
- Mobile Consumption Challenges: Developed front-end and backend models for mobile challenges as experiments with feature flags, achieved an 11% increase in second-week customer conversion of test customers vs control.

### Daily Harvest

Software Engineer II

New York, NY, USA

March 2019 - September 2022

- Focused on enhancing web user experience and internal tool development.
- Dynamic Web Pages: Developed dynamic content integration for the React web app using Contentful CMS, significantly boosting content publishing capabilities for the Product team.
- Product Launches: Developed Product detail pages of new products for the web ecommerce platform.
- Internal Tools for Customer Care: Created tools in Python/Flask enabling Customer Care to perform account modifications and manage product offerings, reducing the need for engineering time on CX tasks.

### Daily Harvest

Software Engineer

Princeton, NJ, USA

August 2017 - March 2019

- Responsible for leading critical web & backend systems and customer communications initiatives.
- Developed & launched influencer/corporate partners web platform. Enabling key partnerships for curated subscriptions with partners ranging from individual influencers to companies like ByChloe.
- SMS Notification System: Lead the development of the SMS notification system using Python. Designed SMS workflows alongside Marketing team, scaled from initial 2,000 messages to 100,000 messages weekly and reduced customer churn by 11 weeks.
- Backend Analytics Events: Led the integration of Segment & Braze for capturing customer touchpoints, which became crucial in powering email workflows and executive data reporting.

### Lifecell

Business Excellence Intern

Branchburg, NJ, USA

June 2015 - September 2015

- Analyzed cell measures and performed time studies to improve manufacturing processes at a global biotech firm.
- Performed process mapping and identified opportunities to streamline and standardize processes.
- Built a web application that enabled managers to allocate resources, improving the quality and efficiency of manufacturing processes

## SKILLS

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**Skills:** React.js, React Native, TypeScript, Front End Development, Next.js, Node.js, Backend Development, Web Development, JavaScript, Redux.js, HTML/CSS, Python, Flask, Django, Ruby on Rails, Git, MySQL, Jest, Agile, Figma, Communications, Product Design, Babel, BigQuery, Bootstrap, Canva, D3.js, Datadog, Electron.js, Express.js, Firebase, Google Cloud Platform, GraphQL, JIRA, jQuery, Looker, MongoDB, Postman, Ruby, Selenium, SQL, UI/UX Design, Vercel, Webpack, Wireframe, Yarn, Postgres, NoSQL, database, PostgreSQL, Node, Agile, communication skills, SaaS, cross-functional, UX/UI, AB Testing, JSON, SupabaseDB, Wordpress, customer retention, growth, lifecycle, Product Management, mockups, cloud, Data Structures & Algorithms, mobile development, responsive design, CircleCI, design patterns, sass

## Technical Projects

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- *Nourish Fit:* developed an AI health and fitness app featuring a React Native and TypeScript codebase, UI designed in Figma, AI functionality with ChatGPT, RESTful API in NextJS, and authentication via Supabase. Web app styled with Tailwind and Shadcn design system. [app store link](#)
- *Apply Sasa:* a website that enables students in Eswatini to apply to universities online, collaborated with the nonprofit TKI, led a remote dev team in the creation of tech requirements and development process. Collected user feedback through interviews and surveys. [website](#)
- *Drip Shutter:* a marketplace web app for photography art prints. Designed UI in Figma, built with NextJS and React, hosted on Vercel, including Restful APIs. Resulted in Partnerships with two Unsplash.com Photographers of the Year. [web app](#)

## **Volunteering**

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F.I.R.S.T Robotics Mentor - NJ, Sep 2010 - Nov 2017

- Taught Software and Hardware Engineering fundamentals to middle school and high school students at CJCP charter school in preparation for regional competitions.
- Instructed students on design principles, and software for the construction and control of small autonomous robots.