ESTELA DIAZ

estela@diazela.com   + 1(917) 561 - 2501

EXPERIENCE

SOFTWARE ENGINEER, GROWTH
Segment, San Francisco, CA
June 2018 - March 2019

- Launched Segment's Startup Program in collaboration with the Marketing team and Segment's founders. Within 8 hours, we ranked #5 on Hacker News, gathered 126 new applicants, and obtained 3 new partnerships.
- Re-designed style and introduced page-level themeing across Segment.com using **Emotion.js** enabling users to apply custom styles differentiating web content such as Synapse, Analytics Academy, and FTFY
- Built features and content modules for an internal CMS using **React.js** and **Contentful** empowering multiple teams (Marketing, Partners, Events, and more) to independently create content and update webpages with minimal Engineering input
- Developed a template cloner for Segment.com's most commonly requested pages using **Express.js** and the **Contentful API**, reducing the time needed to create Case Study, Partner, and Product pages from a full business day to a few minutes
- Unified 5 sources of web content into one platform, fetching and shaping **JSON** data using the **Contentful API** and object transformers
- Converted components from **JavaScript** to **TypeScript** and created interfaces defining component data, enhancing code quality and improving developer experience

FRONT-END MENTOR
Hacker Fund, Los Angeles, CA
November 2017 - Present

- Authored and taught Web Development workshops (**HTML** and **CSS**) for high school hackathons at 42 University
- Raised $1000 for Giving Tuesday in 2017 and 2018 for hackathon resources by leveraging social media networks

WEB DEVELOPER
Zenfolio, Menlo Park, CA
March 2017 - June 2018

- Converted all high-traffic pages to a mobile-responsive **OOCSS framework**
- Researched and created **A/B Testing** opportunities, collecting data for UI optimization
- Designed and built standardized templates for landing pages

COMMUNICATIONS SPECIALIST
Howard Hughes Medical Institute
Chevy Chase, MD
May 2016 - January 2017

- Collaborated with lab heads to create technical content for recruitment campaigns, conferences and workshops
- Led distribution strategy for content across social media channels and Janelia.org
- Authored and implemented company-wide social media management workflows that doubled the online engagement of HHMI-affiliated scientists

SKILLS

PROGRAMMING LANGUAGES & FRAMEWORKS
React.js, Next.js, Emotion.js, Express.js, JavaScript (ES6), TypeScript, HTML 5, CSS, SCSS

TECHNICAL SKILLS
Content Management (Drupal, Contentful), A/B Testing (Optimizely), Adobe Illustrator, Adobe Photoshop

EDUCATION

UNIVERSITY OF CALIFORNIA, SANTA BARBARA
B.Sc Biological Sciences
June 2015
Santa Barbara, CA

- Worster Fellowship (2014): received funding to support research of pesticide usage in California
- Strong focus on Molecular, Cell, and Developmental Biology
  Courses included: Cell Biology, Developmental Biology, Parasitology, Oncology, Virology, Paleontology, Biochemistry, Light Microscopy

GENERAL ASSEMBLY
Front-End Web Development
December 2016
Washington D.C.

- Focused on creating 508-compliant websites using HTML 5, CSS 3, JavaScript (ES6) and jQuery