

# Gabrielle Malate

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## Skills

**Languages & Frameworks:** JavaScript | TypeScript | Node.js | Express | Hapi | React | React Native | Angular | Webpack | Module Federation | HTML | CSS | Postgre | Tailwind | Bootstrap | Design Patterns | Microservices Architecture | Python | Java | Swift | Objective-C | C++ | SQL | NoSQL | MySQL  
**Tools & Technologies:** Git | GitFlow | Azure | Cloud Computing | CI/CD | XUnit | Jest (Vitest) | Unit Testing | Distributed Systems | Frontend | Backend | Full-Stack | Storybook | Figma | Firebase | MongoDB | APIs | Knex | Postman | Code Review | Scrum | Jira | Responsive Web Development | Agile  
**AWS Services / Other:** CloudFormation | IAM | DynamoDB | S3 | Lambda | CloudFront | API Gateway | CloudWatch | X-Ray | Insight | DynamoDB SNS | SQS | Kinesis | Glue | Athena | Jupyter Notebook | Big Data | PySpark

## Experience

### Software Engineer

#### Freelance

Remote 02/2023 - Current

CLIENTS INCLUDE: MauSOULeum, Salu-Salo!, Dependable Staffing, and Compass Montessori

- Designing and implementing tailored software solutions for various clients, improving operational efficiency and meeting specific business needs.
- Managing full-stack development projects from concept to deployment. **End-to-end development**, utilizing technologies such as **React, Native, Node.js, GraphQL** and **SQL** to build dynamic apps while implementing best practices: **infrastructure as code, CI/CD, and performance testing**
- Integrated third-party APIs to enhance app functionality, enabling features like payment processing, data analytics, and social media integration.
- Utilizing a range of **AWS services**, (see Skills above) for robust backend infrastructure
- Manage and deliver customer projects on time and within budget

### Full-Stack Developer

#### Vyga.io Consulting

Remote

2016 - 2019

CLIENTS INCLUDE: One Town Farm, UsedRadios.com, Worldwide Discovery Walks

- Directed projects at a consultancy specializing in full-stack development using JavaScript/TypeScript and Node.js for hybrid mobile and web applications with React Native.

- Delivered production solutions for clients including native iOS and Android components, for various clients like Red Rocks Amphitheater.

- Managed full lifecycle development, from requirements identification and workload balancing to implementation, testing, and monitoring.

- Automated Testing: Implemented Nightwatch Selenium to automate user-experience testing for a marketing platform.

CI/CD Integration: Integrated CI/CD pipelines, managed pull requests, conducted code reviews, and performed load, stress, unit, integration, and E2E testing.

### Marketing Operations Engineer

#### Marcus & Millichap

Seattle, WA, USA

05/2020 - 01/2023

- Automated and optimized business logic for the core marketing experiments, including A/B, Auto-Targeting, and Multivariate Testing
- Managed digital marketing campaigns, including SEO and SEM, to increase online visibility and drive website traffic
- Worked closely with directors and managers on strategy and mentored new team leads
- Designed compelling graphics and content for social media posts, newsletters, and promotional materials, ensuring brand consistency
- Conducted data analysis on campaign performance, providing actionable insights to senior management to support strategic decisions
- Collaborated with the sales team to produce design mockups and visual concepts, contributing to a 15% increase in lead conversions
- Utilized front-end development skills to enhance the user experience of marketing platforms and improve web interface performance.

### Mobile Engineer

#### Cera App Development

Remote

2014 - 2015

- Developed UI layouts and front-end functionality meeting precise requirements. React best practices, reusable testable components for transforming backend JSON data via created API. Theme strategy for new product releases, streamlining future branding efforts. A/B & Multivariate Testing for UX design performance. Delved into Auto-Targeting for dynamic content adjustments (personalized product recommendations)

## Projects / Open Source

\* Optical Character Reader - Angular. Azure. App with text recognition in images for searchable data

\* MoodMemory - Mobile first web application using NodeJS, React, Firebase, CSS/Sass with features like user authentication [OAuth] and real-time data storage [NoSQL].

\* Statistical Analyst - Tool for identifying potential issues such as bugs, security vulnerabilities, code smells, and adherence to coding standards. Built with C++ and Clang.

\* WarehouseStock - Built client and server for dynamic stock tracking site using React, Sass, KnexJS, NodeJS, Express, MySQL compatible on mobile, tablet and desktop screens.

\* React Native Social Media Clone - Includes an authentication system, database, storage, + more. React Native (iOS & Android); Redux, Expo,