Greta Hayes

Software Engineer

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SKILLS

JavaScript, React, Redux, HTML, CSS, Ruby, Ruby on Rails, Mongoose, MongoDB, Node.js, Express.js, SQL, SQLite3, PostgreSQL, Webpack, jQuery, Git, Heroku, AWS, Canvas API, Google Maps API, Mapbox API

EXPERIENCE

Lead InstructorAug 2021 - PresentInstruction AssistantApr 2021 - Aug 2021

App Academy

- Deliver 10+ large-group lectures per cohort, covering all technical curriculum topics, including Ruby on Rails, Javascript, React, CSS, TDD, and Git.
- Manage a group of instruction staff in order to effectively teach a cohort for its duration, providing regular 1:1 performance reviews and feedback.
- Mentor a group of 12-15 students as they progress through the course, monitoring performance and providing daily small-group instruction.
- Coach students as they build their portfolio projects, guiding them through real-world workflows.
- Lead creation and maintenance of content and tools used across App Academy Academics (Instruction, Curriculum, Engineering).
- Lead WTGNC (women, trans, gender non-conforming) student committee to provide a platform for underrepresented students to talk about their experience and feel supported throughout their time at App Academy.

Associate Producer
Nov 2020 - Dec 2020

Development Coordinator
Apr 2016 - Apr 2019

Viacom, Inc - MTV, VH1, LOGO

- Developed formats for original television programming and designed associated pitch materials in Adobe InDesign to be pitched to the network President, as well as shopped to external production companies.
- Oversaw video editing process, including music selection, graphics, copy, and creative direction for upcoming on-air network promotional material
 delivering 10-15 broadcast-ready clips, totaling 10+ minutes of fully produced video content, each week.

Junior Account Executive

Shore Fire Media Oct 2012 - Aug 2015

- Wrote detailed press releases and developed distinctive promotional materials to secure impactful coverage for clients in music and entertainment, including The Grateful Dead, Brooklyn Bowl, Domino Kirke, and Alvin and the Chipmunks in national outlets such as The New York Times, Rolling Stone, Wall Street Journal, Billboard, and NPR.
- Maintained company-wide media contact database, updating and adding 300+ contacts per month, and kept client webpages current using a
 custom backend content management system.

PROJECTS

AllTreks | (React/Redux, Rails 5, AWS/Mapbox API, PostgreSQL, Heroku)

live | github

A full-stack single-page app clone of AllTrails, allowing users to browse and review their favorite hikes and parks.

- Implemented custom live text search functionality using Redux and AJAX requests to query PostgreSQL database and return relevant trail and park results to the user.
- Harnessed the unidirectional state management of Redux to simplify React components and directly manage data for form submissions, allowing
 user input to seamlessly be sent to the backend.
- Built custom back and front end user authentication by combining Rails conventions, Active Record, and customized React-Router protected components, making for a secure experience that conceals parts of the application for users without an active session.
- Connected the Rails back end Active Storage to Amazon Web Services S3 for photo storage and organization while maintaining content security with Amazon Web Services IAM.

Altus Empire | (MongoDB, Express.js, React/Redux, Node.js, Heroku)

live | github

A full-stack web app allowing users to search, locate, and review nearby medical dispensaries.

- Lead and ensured Git version control among a team of four talented engineers using a MERN stack to create a directory of NYC based medical cannabis dispensaries with CRUD user review functionality.
- Integrated back and frontend user authentication, ensuring data encryption using JSON Web Tokens, to provide a safeguarded user experience when browsing the app.
- Applied custom-themed and dynamic mapping using Google Maps API, including unique markers, info windows, and search-responsive bounds to
 provide an immersive user interface.
- Designed a custom search bar and text search functionality using Redux and Axios routes to request our Express.js and MongoDB backend, returning relevant dispensary information to users and simultaneously updating map results.

BLT Bonanza | (Javascript, Canvas API, Git)

live | aithub

Sandwich stacking game built using Javascript and HTML Canvas.

- Constructed gameplay logic and animation function using Javascript ES6 classes and OOP, to encapsulate and optimize the organization of game data and functionality.
- Designed and illustrated all graphics using Pixilart, rendering with HTML Canvas, creating a unique and colorful environment.
- Built custom collision detection using event listeners to track the location of in-game objects, allowing for dynamic game play.

EDUCATION

New York University - BFA, Recorded Music - Minor: Business of Entertainment, Media, and Technology. 2014 AppAcademy - Highly selective program web development program with a 3% acceptance rate, 1000+ hours. 2021