

# Harrison Israel

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**SKILLS** React.js, JavaScript (ES6+), HTML5, CSS3, Tailwind CSS, Apache Velocity, Chrome DevTools, Git, Responsive Design, Cross-browser Development, GraphQL, Node.js, Express, MongoDB, PostgreSQL, Ruby on Rails

## EXPERIENCE

### Frontend Developer

*Nosto*, May 2023 - Dec 2024

- Developed responsive React components and product search templates for e-commerce platforms, serving 100,000+ daily users across multiple international markets
- Optimized real-time category filtering by implementing a frequency-based array system that efficiently tracked top product categories as users typed, processing each search result in  $O(n)$  time versus  $O(n \log n)$ , ensuring smooth dropdown updates during user interaction
- Leveraged GraphQL and React hooks to build dynamic variant selection systems, implementing interactive swatches that updated product imagery, pricing, and inventory in real-time while maintaining native site styling
- Integrated with merchant window-level cart functions and carousel libraries, as well as third-party review/wishlist services, chaining attribution promises to native add-to-cart events to maintain accurate analytics tracking
- Managed and delivered multiple concurrent client projects, utilizing Chrome DevTools and debugging expertise to consistently meet aggressive implementation deadlines
- Led technical scoping and troubleshooting calls with clients, effectively communicating solutions for Nosto integration challenges while resolving complex JavaScript and DOM manipulation issues
- Collaborated closely with Customer Success and Technical Solutions teams to drive A/B testing initiatives, fostering strong cross-functional relationships that led to increases in click and add to cart rates across multiple enterprise clients
- Streamlined development workflow by creating comprehensive technical documentation and onboarding materials, reducing new team member ramp-up time by close to half

### Inside Sales Representative

*Cube Software*, June 2020 - Aug 2021

- Executed outbound outreach through phone, email, and linkedin in order to generate 8 qualified leads per month
- Utilized A-B testing to tweak call scripts and email templates resulting in a 40% jump in response rates and a 20% jump in demos scheduled
- Made recommendations to management leading to more targeted messaging for specific niches

## PROJECTS

### WeGo

[Live Site](#) | [Github](#)

*An App to connect users interested in participating in similar activities using: MongoDB, Express, React / Redux, Node, AWS, HTML5, CSS3*

- Implemented Express middleware for efficient data transfer between backend and frontend, enabling multi-criteria search functionality for users
- Designed and enforced data model constraints in MongoDB, ensuring data consistency and integrity throughout the application
- Integrated Redux with React to maintain, validate, and persist global state while mapping state and dispatch into components via props

### Landbnb

[Live Site](#) | [Github](#)

*An Airbnb inspired app using: React/Redux, Rails, PostgreSQL, JavaScript, HTML5, CSS3, AWS S3, Google Maps API, Heroku*

- Utilized Amazon S3's cloud-based data storage infrastructure to allow host users to upload up to five photos per listing resulting in improved performance and more efficient handling of large amounts of listing data
- Implemented User Auth to provide the user with sign-up and login methods with the option to bypass the sign-up and login as a demo user
- Produced RESTful API architecture to provide CRUD functionality for listings and users using custom routes and middleware for handling authentication, cookies, and queries
- Made use of PostgreSQL, ActiveRecord, and Redux to provide multiple criteria search functionality for listings
- Integrated with Google Maps API for geocoding user input to efficiently store and map listing locations

## EDUCATION

**App Academy** - Immersive software development course with focus on full stack web development (May 2022)

**Binghamton University** - BA - Economics (Spring 2020)