JAKE HASLER

DEVELOPMENT PORTFOLIO

MISSION STATEMENT

Being a success-driven and marketing-minded developer, I build projects optimized for real life use. My mission is to rethink the way people do things with cutting edge solutions that solve actual pain points.
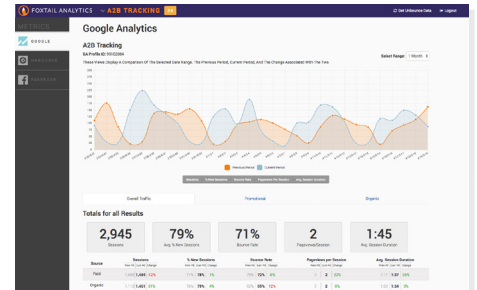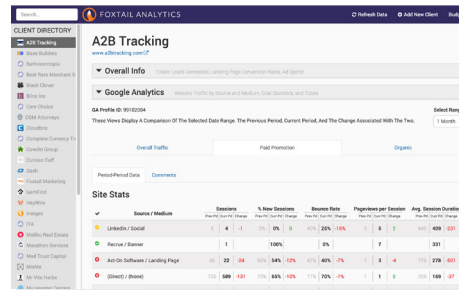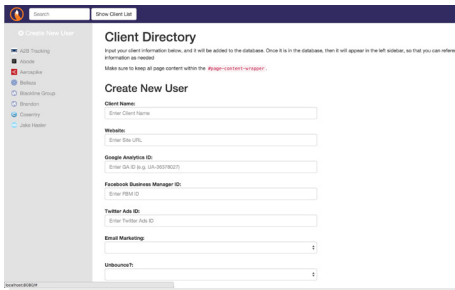
With passion applied to every pixel, I experience genuine satisfaction from seeing finished products and watching them become successful. I strongly believe that if I am going to take the time to create something, it should be practical enough for me to use it for myself, yet innovative enough to make waves in the world.
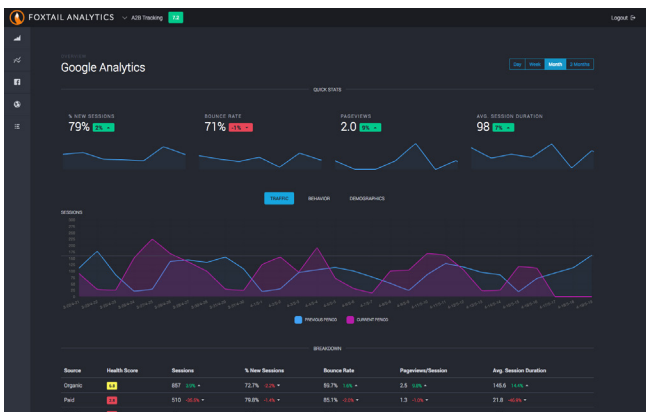
FOXTAIL ANALYTICS

TECH USED:
AngularJS, LESS
NodeJS with Express
MongoDB

From concept to clients, I led the project by choosing a framework, building the infrastructure, connecting to API's, designing the interface, leading team member contributions, building new features, and iterating on feedback. Foxtail Analytics is a marketing-optimized data visualization dashboard whose primary data source is Google Analytics.

THE EVOLUTION

CURRENT VERSION

KEY FEATURES

◆ Marketing Optimized Data Visualization

◆ Multiple API Integrations

◆ Advanced Health Score Algorithm

◆ Custom PDF Report Generation Engine

◆ Metric-Watching Email Notification Engine

◆ Strucured Data Warehouse

OTHER INFORMATION

The API's included in this web application include: Google Analytics, Facebook Marketing Insights, Unbounce, and Teamwork. We've actively leveraged the open source community found on npm to quickly build out the necessary features.
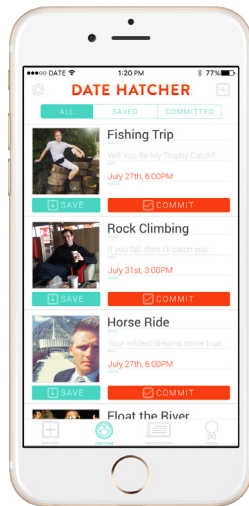

THE BIRTH OF THE IDEA

DATE HATCHER

TECH USED:

iOS in Swift

EJS, AngularJS

NodeJS with Express

MongoDB

I am creating Date Hatcher with the mission of solving one problem: First Date Woes. It is an iOS app coming to the App Store in mid-July, built in Swift and communicating with a NodeJS with Express Backend, storing data in MongoDB. I am currently building out and designing the Full Web Stack as well as the mobile app.
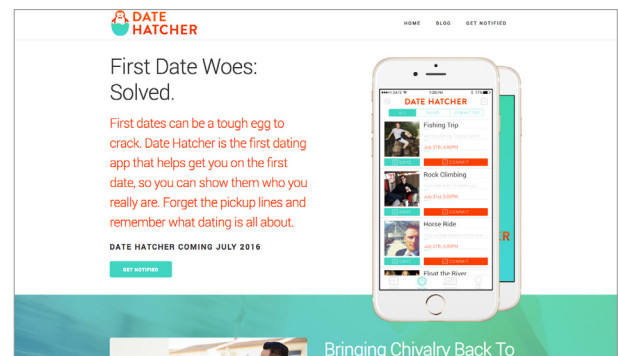
KEY FEATURES

- Ability to Post a Date in Your Area
- View a Feed of Dates in Your Area
- Save and Commit to Dates
- Date Builder: Choose Creative Dates to Post
- Chat Communication

OTHER INFORMATION

For Marketing and SEO purposes, I built a website to demonstrate features, equipped with a blog to generate traffic and build thought leadership. Due to the fact that Google's indexing crawlers can't index client-side dynamic content, the blog posts are rendered on the server for a clean and consistent user & search bot experience.

THE WEBSITE

IDEA ORIGINS

The mobile app connects to the same NodeJS with Express web server that the website runs on. These endpoints are JSON web token protected, allowing only authenticated users the ability to interact with dates and other users. There are more features to come in future versions, but for now, I am establishing a solid groundwork to build off of.
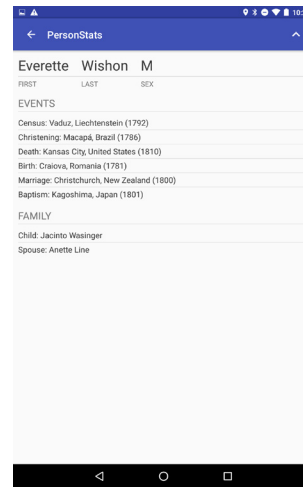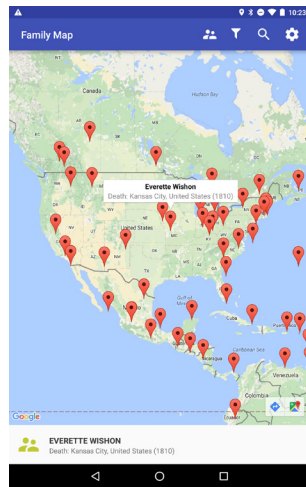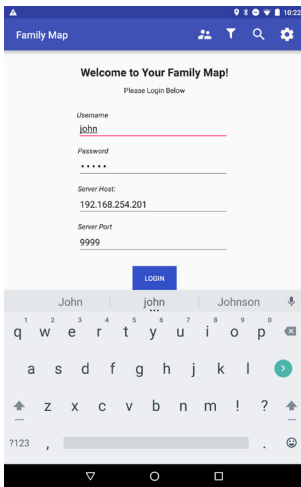
VISIT DATEHATCHERAPP.COM →

OTHER PROJECTS

FAMILY MAP

TECH USED:

Android in Java
Google Maps API

Family Map is an Android Application built in Android Studio. This pulls data from a Family History API, displays data points on a map, and carries information on users including life events and relatives.
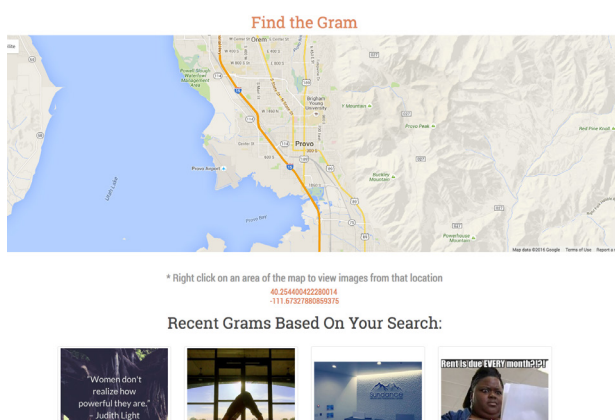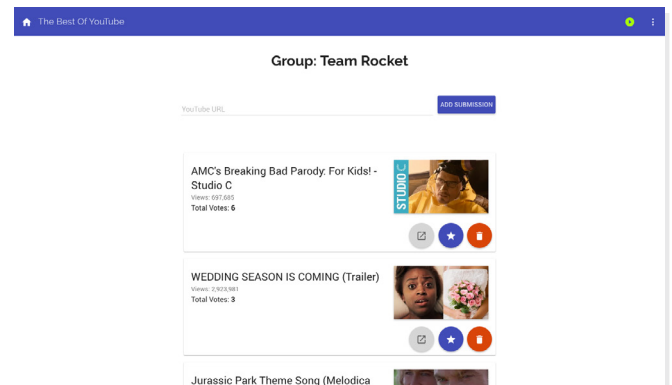

BEST OF YOUTUBE

TECH USED:

Angular JS, Angular Material
Firebase
Youtube API

A social activity where large groups can submit YouTube videos and vote for their favorites. Upon URL submission, a call is made to the YouTube API bringing back the title and thumbnail image. The submissions and votes are stored and tracked in Firebase.

FIND THE GRAM

TECH USED:

JavaScript, jQuery
Google Maps API
Instagram API

Integrates the Google Maps API and the Instagram API. Allows you to click on a map, and see all of the Geo-Tagged Instagram posts within a 10 mile vicinity of the click.