James Morales

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EDUCATION

Ivey Business School, Western University, London, ON   2022 - 2025
Bachelor of Arts, Honours Business Administration (HBA) **GPA: 3.7**
- Extracurricular: Junior VP of Ivey Analytics Club, Ivey Consulting Club, Ivey Tech Club

Western University, London, ON   2020 - 2025
Bachelor of Engineering, Software Engineering **GPA: 3.9**
- Extracurricular: Western Engineering Competition Director, Western AI Programmer, Intramural Soccer, Intramural Flag Footall

SKILLS

Programming Languages & Scripting: JavaScript, Typescript, HTML/CSS, Python, Java, Golang, NoSQL, SQL, C#, SQL, C++
Technologies/Frameworks: GCP, AWS EC2, DynamoDB, Node.js, React, MongoDB, PostgreSQL, Docker, Jenkins, Airflow, Kubernetes

EXPERIENCE

Flowmatic, Toronto, ON   November 2024 – Present
Software Engineering Intern - https://www.withflowmatic.com/
- Owned and deployed OpenAI-powered email generator using sales data and custom contract information cutting contact prep time from 30mins to 1min; enabling faster sales cycles and standardized means of communication
- Built ETL pipeline with Airflow, PostgreSQL, and AWS EC2 to process 10K+ customer records stored on Syspro and Epicor; standardizing data and enabling automated ingestion
- Created a PostgreSQL demo schema and env using custom scripts to anonymize customer data, enabling secure, realistic product demos

Zynga Inc. – Analytics, Toronto, ON   May 2024 – September 2024
Software Engineering Intern
- Developed and deployed a new feature using React, Python, Airflow and Redshift enabling game team analysts to perform experimental segmentation and visualize target metric results for product managers; successfully used for Harry Potter and Words With Friends 2
- Updated the architecture of an internal data service tool, resulting in a $250k annual cost reduction and improved system efficiency
- Deployed containerized Jenkins pipelines for automated creation of Terraform resources, data synchronization; hosted on Kubernetes

Repwave, Remote   November 2023 – March 2024
Software Developer
- Worked alongside a Salesforce Senior SWE on full-stack development, integrating a Flask/Python backend and leading the React front-end development. Optimized API for processing monthly conversational data
- Collaboratively designed UI elements and workflows in Figma for a B2B SaaS product, focusing on user experience and functionality

Ontario Health – Digital Services, Toronto, ON   May 2023 – September 2023
Business Systems Analyst Intern
- Led Scrum meetings, managed work items and ensured timely execution of tasks; increasing sprint velocity by 18% over 8 sprints
- Created a dynamic dashboard on Azure DevOps to monitor task completion and team productivity with the use of Burndown, Gantt Charts, and graphs, providing transparent progress reports to clients, improving client satisfaction

PROJECTS

London Transit Delays - 1st Place, Western Software Engineering Competition | *Demo*   Fall 2024 - Present
- Implemented a real-time data ingestion pipeline using Node.js, Express, and MongoDB, processing weather and traffic data dynamically
- Utilized Python, Pandas, Scikit-learn, and TensorFlow to build a predictive analytics pipeline, leveraging historical and real-time datasets for model training

Stockr – AI-Powered Portfolio Management Software | *stockr.info*
Fall 2024 - Present
- Engineered an AI agent using the OpenAI API that analyzes personal portfolios and delivers personalized financial advice, leveraging insights from corporate financial reporting, finance and accounting coursework
- Developed a real-time finance dashboard integrating market data, portfolio tracking, and interactive visualizations utilizing open source libraries such as chart.js and APIs such as Alpha Vantage, IEX Cloud, Yahoo Finance, and OpenAI

Cheer Web App | *Release 2 Demo*   Winter 2024
- Deployed on GCP a comprehensive web app using the MERN stack, implementing a role-based access control system, real-time communication with Socket.io, staff scheduling, payroll system and Eleven Labs for text-to-speech functionality ensuring accessibility
- Collaborated with *Family Connections Cheer* over 8 months, utilizing scrum and Jira throughout the SDLC, adopting agile principles

Superhero Community Platform Web App | *GitHub*   Fall 2023
- Deployed on AWS EC2, "HeroHub.", a full-stack web application using the PERN stack (PostgreSQL, Express.js, React, Node.js), enabling users to explore, manage, and review a comprehensive superhero database

INTERESTS

Languages: English, French and Spanish -- **Interests:** Golf, Football, Coaching high school soccer, fantasy football, Marvel comics, Star Wars, AI agents