

# 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 Football

## 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 - 1<sup>st</sup> Place, Western Software Engineering Capstone | [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