

James McCarthy

Software Engineer

New York City, New York US

✉ jmccarthyns92@gmail.com 📞 (516) 697-0442

🌐 [James McCarthy](#) 🐙 [jmccarthy92](#)

An innovative Software Developer with 6 years of experience in web-based technologies who demonstrates excellent leadership and communication skills. Experienced in agile methodologies and the software product lifecycle. A firm believer in delivering high-quality software through the use of behavior-driven development applying SOLID principles to guide design patterns.

SKILLS

Backend

Advanced



TypeScript Node.JS
ExpressJS RESTful Architecture
Multi-layer Architecture
Microservices Architecture

Databases

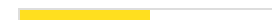
Advanced



PostgreSQL MS SQL
MongoDB CosmosDB ORM
ERD Modeling

Frontend

Intermediate



TypeScript React
React Hooks Redux HTML5
JSX SCSS/CSS3

Infrastructure

Intermediate



Azure Azure Pipelines
Azure DevOps Azure Event Grid
Azure Blob Storage
Azure Storage Queues
Azure Functions Serverless
Terraform Docker

Project

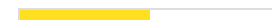
Intermediate



Git Flow Agile-development
SOLID Design Principles
OAS (Swagger)
Behavior-Driven Development

Domain Knowledge

Intermediate



Digital Marketing
Facebook Marketing
Google Ads
Google Tag Manager

WORK EXPERIENCE (3)

Lead Backend Developer at Brkfst.io

Jan 2020 - Current

🔗 <https://brkfst.io>

- Implemented SAAS platform to streamline the creative process for brands and creators by automating the common pain points in the digital marketing workflow. Including vetting creators, building campaign structures, formulating audiences, creating ads, making optimal bid changes for target KPI's, and reporting metrics.
- Introduced Terraform Infrastructure as Code and Terraform Cloud into all projects for scaling Azure services. Increasing developer experience by providing transparency into running infrastructure and established version-control for service updates.
- Spearheaded the creation and development of Azure Function Apps to handle backend processes to reduce system complexity. Enabling continuous deployment and decreasing the time needed to deliver features by 50%.
- Integrated Docker into Azure Pipelines to build and deploy containers to Azure Container Registry for deployment to Function Apps. Providing a highly configurable Azure Function environment and reducing the time required to deploy changes.
- Utilized a microservices approach to implement the application's media processing system using Azure Functions written in TypeScript. Used Azure Blob Storage and the Event Grid to trigger the system upon file

upload and integrated SignalR to broadcast output URLs to connected clients via WebSocket.

- Built scalable Node.js web services in Typescript using Express to handle a high-volume of concurrent requests from client applications. Secured web services through the use of authorization with JWT.
- Deployed a client-side application built with React using TypeScript(TSX) to create a highly interactive and performant user interface.
- Enforced behavior-driven development through unit and integration testing to match acceptance criteria defined in user stories. Decreasing the amount of bugs created each sprint and reduced overall tech debt.
- Lead a team of developers using a scrum/Kanban hybrid Agile methodology to plan, design, configure, and test web services for CI/CD.
- Streamlined scrum workflow by maintaining daily stand-ups, sprint planning, spring retrospective, employing Kanban story boards, managing blockers and formulating actionable items for release deliverables.
- Conducted formal code reviews for the team, enforcing best practices in Object-Oriented design through SOLID principles. Which increased the defect detection rate by 20-30% compared to unit & integration testing.

Full Stack Developer at WITHIN

Jul 2018 - Current

<https://within.co>

- Maintained backend legacy code built in Ruby with Ruby on Rails to automate the daily workflows of the digital marketing team.
- Built client-facing dashboards and tools using React for tracking brand metrics across multiple advertising platforms, these included: Facebook Advertising, Google Ads, Google Analytics, Search Ads 360, Display & Video 360, Snapchat Ads and Amazon Advertising
- Created an ad-pruning tool for Facebook Ads Manager utilizing Facebook Marketing API to remove the bottom-performing ads from an adset using filters provided by the user; Provided a React front-end form using Formik for handling user input.
- Set up Google Tag Manager for brands to easily create tracking tags, triggers, and variables for various platforms.

Full Stack Developer at Brands Distributors Inc

Jun 2017 - Jul 2018

- Created Node.js REST APIs for supporting inventory management automation in warehouse and e-commerce platforms by leveraging data from MS SQL database into platform API's
- Integrated Yotpo API to initiate mail after purchasing campaigns using order data. Increased brand on-site reviews and organic search rank.

PROJECTS (1)

Gif Collage

<https://client-gifcollage-prod.azurewebsites.net/>

Azure Functions React Serverless TypeScript Node.js Terraform SignalR Event Grid CosmosDB
WebSockets

- Built Azure Functions Node.JS app using TypeScript and the Serverless package for code organization.
- Integrated CosmosDB NoSQL storage for saving Blob Storage URL and metadata.
- Used Azure Blob Storage for file storage and the Event Grid to trigger Azure Function upon file uploads.
- Utilized WebSockets protocol via SignalR to stream uploaded files back to the Collage for all users in realtime.
- Backend Github: <https://github.com/jmccarthy92/collage-backend>
- Frontend Github: <https://github.com/jmccarthy92/collage-client>

EDUCATION (1)

Bachelor of Science in Computer Science at SUNY Old Westbury

Grade: 3.91

AWARDS

Summa Cum Laude at SUNY Old Westbury

2018