JOSEPH YANG

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SKILLS

React, Redux, Javascript, Python, Node.js, HTML, CSS, Express, Flask, Pug, Sequelize, SQLAlchemy, PostgreSQL, Alembic, Docker, Git, Heroku

PROJECTS

SHOW ME MY MONEY   (Python, Flask, React, Redux, SQLAlchemy, HTML5, CSS3, Heroku)   live | github
Full-stack social networking and payment application inspired by Venmo
- Stored user profile pictures in the cloud using AWS S3, reducing server load and allowing users to upload their own images
- Incorporated React-Redux containers and selectors to design scalable and unidirectional front-end state management
- Employed Redux state management to simplify React components and directly manage data for form inputs and submissions

YOU MADE THE LIST (Python, Flask, React, Redux, SQLAlchemy, HTML5, CSS3, Heroku)   live | github
Full-stack task-management application inspired by Remember the Milk
- Utilized Redux architecture's unidirectional data flow with React for predictable state updates and reliable DOM rendering
- Implemented custom search on tasks using Redux to update state in accordance with the search input
- Developed user autonomy by linking their tasks and lists to their account, allowing for fast and efficient editing and deletion

CLEVERNOTE   (Express, Node.js, React, Redux, HTML5, Sequelize, CSS3, Heroku)   live | github
Full-stack note-taking application inspired by Evernote
- Adhered to React and ES6 best practices to generate a true single-page reactive web app experience for users exploring various features on their dashboard
- Configured the Node.js backend with PostgreSQL, utilizing the Sequelize ORM for validations and database queries
- Created custom modals using React component architecture allowing for efficient development of forms for account log in, notes, and notebooks

EXPERIENCE

Supervisor - Media Strategy, Sr. Associate - Media Innovation
Publicis Groupe / Spark Foundry || *Dreyer's Grand Ice Cream, T-Mobile*   *Feb 2020 - Aug 2021*
- Managed three different brands, coordinating with five internal teams to execute campaigns across their respective channels
- Communicated media updates in weekly client meetings and discussed recommendations for current and upcoming campaigns
- Trained associates to complete budget flowcharts and trafficking sheets to develop teammates and delegate responsibilities

Associate - Digital Investment, Assistant - Media Planning
Carat USA || *General Motors, Philips USA*   *Nov 2016 - Feb 2020*
- Delivered analytics reports to clients to show monthly trends, share learnings, and recommend updates to media campaigns
- Calculated local and regional benchmarks for over 150 markets to assess vendor performance and identify top performers
- Developed an Excel calculator to compute ad-serving fees for media partners, ensuring accurate planning for annual budgets

EDUCATION

App Academy - Online - Software Engineering Immersive   *Aug 2021 - Feb 2022*
- *Rigorous 1000-hour software development course with <3% acceptance rate*
- *Full-stack curriculum: Python, SQL, JavaScript, React, TDD, algorithms, design patterns, and programming best practices*

University of Michigan / Ross School of Business - Bachelor of Business Administration - *GPA: 3.43/4.00*   *Sep 2008 - Dec 2011*