

JULIA KAHN

SOFTWARE ENGINEER

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SKILLS

PROGRAMMING LANGUAGES: JavaScript, Ruby, HTML, CSS, Sass, SQL

FRAMEWORKS & LIBRARIES: React, Rails, Express, JBuilder, Redux, Node.js, AJAX, Mongoose

TOOLS & SOFTWARE: MongoDB, PostgreSQL, Git, Webpack, GitHub, AWS, Figma

OTHER SKILLS: Object Oriented Programming (OOP), Test Driven Development (TDD), product management, user experience design (UX), cross-functional collaboration

PROJECTS

NYT Noshing

[Live site](#) | [GitHub](#)

Pixel-perfect replica of the NYT Cooking website, using: Rails, React

- Developed robust database schema, validations, associations, callbacks, and API routes using Rails, ActiveRecord, and JBuilder to minimize back-end calls to improve performance and maintain data integrity in PostgreSQL database.
- Built front-end architecture using both Redux's single-state framework to trace state changes and asynchronously fetch and update data, as well as React's modular, scalable components to craft a dynamic, efficient, and responsive user interface.
- Enhanced security by implementing custom user authentication with backend BCrypt Hashing Functions and frontend React Auth Routes to safeguard sensitive information, prevent plaintext passwords, and restrict feature access.
- Incorporated AWS S3 to facilitate secure media retrieval, DRY up code, and reduce latency and storage costs.

AmateurHour

[Live site](#) | [GitHub](#)

Skill marketplace to connect nascent providers with clients, exchanging reviews instead of payment, using: Express, React

- Managed 3 software engineers as product lead using Figma, GitHub, and git to align on product direction, tasks, timeline, and scope, structure data schemas, review code, and work simultaneously in a shared codebase without merge conflicts.
- Let front-end implementation using React, Redux, and Figma wireframes to develop information architecture and dynamic features, including sort and search features, modules, and a logically-complex user dashboard.

EXPERIENCE

Content Designer, Instagram (Meta)

Jan 2022 - Apr 2023

Joined Instagram as the Bonuses content expert to develop Reels creation incentives and engineering resources for designers.

- Directed 300+ designers and engineers as Content Engineering lead by partnering with engineers to develop codebase organizational tools, training 70 designers on how to code, and onboarding 100+ designers to content engineering software.
- Drove product content design through cross-functional collaboration for 9 launches in fewer than 6 months to incentivize Reels production, increasing it by 3.2% (goal 2.5%).
- Devised Instagram Bonuses platform simplification redesign to launch to 100% of users, unblocked 4 pricing efficiency tests, and scaled incentives framework across Instagram to allow 3 other teams to launch unique content creation incentives.
- Spearheaded India internationalization of Bonuses platform, achieving 70% onboarding rate and 65% participation rate.

Content Designer, Facebook (Meta)

Aug 2020 - Dec 2021

First content designer on Facebook Bonuses, built monetization and ads experiences to help creators increase their income.

- Pioneered content design for 0-1 Bonuses platform and 3 program launches to incentivize Reels production, confirming product market fit with 12% onboarding rate, increasing Reels production by 232%, and Reels watch times by 1%.
- Led content design for video ads adoption incentive, achieved 52% onboarding rate, 11% production increase.
- Crafted UI copy for ad formats (+9% conversions) and Ads Manager campaign tools (\$1.9M revenue).

EDUCATION

Web Development | App Academy, Fall 2023 | *1,000-hour immersive, full-stack web development intensive bootcamp*

B.A., Ethnicity, Races & Migration, Spanish | Yale University Class of 2020, Magna cum laude, honors