LISA STEELE

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SKILLS

JavaScript, React, Redux, Ruby on Rails, Ruby, Swift, HTML5, CSS3, D3, Figma, GraphQL, Apollo, SQL

EXPERIENCE

Software Engineer Intern - *Branch*   Oct 2019 - present

Branch provides cross-platform linking and mobile attribution solutions to the world's leading digital brands.
- Full-stack engineer on the Core Foundation team working with React, Redux and Node.js.
- Building a complete redesign of the client registration and authentication process for the Branch Dashboard product.

Product and Pricing Manager - *Nationwide International*   Mar 2015 - May 2016

Nationwide International is the offshore branch of Nationwide Building Society, the world's largest building society.
- Created monthly reports for the board on competitor analysis of the offshore banking market.
- Led the rate change process by meeting deadlines and obtaining necessary sign-offs from multiple departments, resulting in 100% timely rate changes during my time at Nationwide.

Reporting Analyst - *Digital Blue*   Jul 2013 - Feb 2015

Digital Blue was a digital marketing company with an affiliate marketing business as well as 5 white label online bingo brands.
- Instituted a new system for financial reporting of the affiliate marketing arm of the business, which increased the amount of affiliate traffic being monitored from 60% to 100%. Improved management of the affiliate business led to a 47% growth in affiliate traffic.
- Provided in-depth reporting on promotions, player and product data to help inform marketing, product, and CRM strategy.

Merchandising Assistant - *John Lewis*   Mar 2011 - Mar 2013

John Lewis is one of the UK's leading department stores.
- In the Autumn/Winter 2012 season of the Collection Weekend brand, my contribution led to sales of +45% to plan.
- In that same season, profit for the John Lewis Women brand had a +50% increase on the previous year.

PROJECTS

Organa (React, Redux, Rails, PostgreSQL)   live | github

A full stack single page app inspired by Asana.
- Ensured user privacy and autonomy through frontend and backend authentication measures and React Router, allowing users to only access and make changes to their own projects when logged in.
- Implemented React form components for CRUD actions, providing a clear and simple workflow for the user.
- Incorporated the use of React, CSS and Figma to style custom modals and icons, to emulate Asana's UI journey.

Premier League Data Visualization (JavaScript, D3)   live | github

A visualization of statistics from the 2018-19 season of the English Soccer League (Premier League).
- Built responsive graphs using Force Layout and tooltips to create a more interactive experience for the user.
- Illustrated relationships between clubs by using a square matrix to implement a chord diagram, resulting in dynamic charts.

UdonCatchMe! (Swift, SpriteKit, Firebase)   AppStore

A mobile game that has you competing against the clock to collect udon toppings.
- Improved player retention by integrating the Firebase Realtime Database to store player scores and develop a fun and competitive element to the game.

SeeYouSoon! (Swift, MapKit, Firebase)   AppStore

A location-based app which lets you share information about where you're going, and when you'll arrive.
- Facilitated primary use case of the app by exploiting the realtime syncing feature of the Firebase Realtime Database, which tracks when journeys are started and completed.
- Enabled users to send notifications to their contacts by integrating Firebase Cloud Messaging, improving usability and achieving a more complete user journey.

EDUCATION

Web Development - *App Academy (Feb 2019 - July 2019)*

1000-hr intensive software development course with a <3% acceptance rate.

Bachelor of Arts, Design and Applied Arts - *San Diego State University (2004)*