# 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  -** *Branch Metrics*                                                                Oct 2019 - April 2020
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, Node.js and Kubernetes.
- Built a complete redesign of the registration and authentication process for the Branch Dashboard product. Some of the new features included in-line validation and password strength meter.
- Implemented a complete overhaul of the link creation process by improving UI and responsiveness, which improved user experience.
- Worked directly with the Product and Design teams to ensure the technical feasibility and execution of the Product Requirements Document, design mocks, and technical specifications to deliver the final product to the customer.

**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.

## 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)*