

# MICHELLE KAPLAN

Software Engineer

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Experience creating innovative solutions to enhance business productivity. Relentless ambition to build innovative solutions that maximize the user experience while balancing performance, scalability, and extensibility.

## WORK EXPERIENCE

### SAMSUNG

Software Engineer | Aug 2022 - Current

- Built dashboards displaying real-time location data, integrating with Indoor Mapping Data Format data using React and JavaScript

### KINSA

Software Engineer | May 2021 - Jul 2022

- Built performant web client applications using React, TypeScript and JavaScript, implementing APIs using Node.JS, wrote automated tests, and collaborated with product managers and designers to build best-in-class features

### NANNO

Software Engineer | Sep 2020 - Dec 2020

- Updated a Rails monolith app into a Progressive Web App using a Rails API and React frontend, utilizing an agile approach to complete weekly sprints, including identifying and solving software bugs
- Collaborated with other team members via technical design meetings, pair programming, and code reviews

### TURING SCHOOL OF SOFTWARE & DESIGN

Software Engineering Student | Jan 2020 - Aug 2020

- Worked on various group, paired, and solo projects to gain experience working with JavaScript, React, HTML, and CSS

### COCHLEAR

Services and Marketing Specialist | Jul 2018 - Oct 2019

- Developed paid Facebook campaigns that resulted in over \$80,000 of revenue and 7 sound processor upgrades
- Created and implemented a new newsletter strategy, aiming to increase engagement and increase open rates for a send list of over 55,000 recipients
- Managed and oversaw the production of recipient testimonial videos, including routing through the editing and approval process, publishing on YouTube and promoting through social media channels
- Managed the scholarship program in which 8 individuals are awarded \$2,000/year for up to 4 years

## COCHLEAR

Services and Marketing Coordinator | Sep 2017 - Jul 2018

- Managed updates of order forms across product lines, ending sales of net negative product accessories
- Managed social media, newsletters and blog calendars, including writing Facebook/Twitter posts through Spreadfast, including proper reference links and sized images
- Collaborated with cross-functional teams to manage the production of both print collateral and digital media assets
- Provided editorial oversight for product manager's content on a weekly basis

## COCHLEAR

Marketing Intern | Feb 2017 - Sep 2017

- Provided proactive support for the recipient services marketing team, which included establishing a regimented regulatory compliance documentation process for the team, reducing the amount of errors
- Coordinated social media to create a 3-month rolling calendar, corresponding to campaign initiatives
- Prepared content for product launches and organized strategic planning and brainstorming sessions

## EDUCATION

### TURING SCHOOL OF SOFTWARE & DESIGN

Front End Engineering | Jan 2020 - Aug 2020

### COLORADO STATE UNIVERSITY

Bachelor of Science, Business Administration/Marketing | Aug 2013 - Dec 2016

- University Honors Student, Cum Laude, GPA: 3.877
- Concentration: Marketing, Strategic Marketing Certificate
- Thesis: Innovation and New Product Development: Comparing Traditional and Design Thinking Approaches

## SKILLS

Object Oriented

Programming

JavaScript, React, React  
Hooks, TypeScript, Redux,  
Node.js, HTML, CSS/Sass

Test Driven Development

Mocha, Chai, Jest, React  
Testing Library, Enzyme

Tools

Jira, Webpack, Travis CI,  
Insomnia, Postman,  
Netlify, Heroku, Fetch,  
Axios, NPM, Lodash

UI/UX

Material UI, Adobe XD,  
Miro, Accessibility  
Optimizations

## WEBSITES

### PORTFOLIO

[michellekaplan.dev](https://michellekaplan.dev)

### GITHUB

[michellekaplan7](https://github.com/michellekaplan7)

- GitHub gap due to private company account