Miray Noeel

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EDUCATION

Master of Science, Software Engineering and IT, *Oakland University*   09/2024 – 05/2026 | Rochester Hills, MI

Bachelor of Science, Computer Science, *Oakland University*   09/2021 – 05/2025 | Rochester Hills, MI
Professional Track: Computational Intelligence | Academic Honors: Summa Cum Laude

PROFESSIONAL EXPERIENCE

Digital Experience Intern, Software Focus, *AAA Auto Club Group*   05/2025 – Present | Remote
- Collaborate with the Digital Marketing team to enhance user experience through **Adobe Target** A/B testing, utilizing web analytics tools to measure campaign effectiveness and identify opportunities for improvement.
- Develop custom **JavaScript** solutions in **Tealium** to manage and optimize tracking tags, enabling precise data collection and enhanced campaign performance measurement.
- Redesign and optimize content for the AAA website through **Adobe Experience Manager**, leveraging HTML and CSS, and participated in design reviews through **Adobe XD** to ensure alignment with UX/UI goals.

Mobile Development Intern, *Little Caesars Enterprises*   05/2024 – 08/2024 | Detroit, MI
- Implemented interactive **Figma** animations for the Little Caesars Android app, enhancing the overall user experience.
- Participated in code reviews, receiving feedback from developers and refining code accordingly to improve quality and maintainability.
- Collaborated with the QA team to support feature validation by conducting manual testing and developing unit tests using **Mockito** to enhance software reliability.
- Worked as part of an **Agile development** team, actively contributing to daily stand-ups, sprint planning, and retrospectives to deliver features iteratively and adaptively through Scrum methodology.

Teaching Assistant, *Oakland University Outreach*   05/2023 – 08/2023 | Rochester Hills, MI
- Provided support for 8 week-long STEM camps serving K–12 students, with direct involvement in computer science camps for middle and high school students to enhance their programming skills and proficiency.

PROJECTS

Emotion Sense, *Multilingual Text Emotion Detection*   04/2025
Built a **Streamlit** web app for real-time emotion detection in English and Spanish tweets using **CNNs** trained on the SemEval-2018 dataset. Implemented multi-label classification across 11 emotion categories and improved performance using oversampling, class weighting, and threshold tuning.

Swatch, *Social Media Application*   04/2025
Developed a cross-platform app for organizing and managing nail polish collections with features like color-based search and social media integration. Built with **React Native**, integrated **MongoDB** for data storage, and utilized **Node.js** and **Express** to implement **REST APIs**. Automated product database creation using **Python** and **Selenium** for web scraping.

Beacon, *Hackathon Project (Social Good Track Winner)*   03/2025
Developed an **Android Studio** app that connects users with local volunteer opportunities, incorporating event mapping with **Google Maps API** and real-time data synchronization using **Firebase Firestore**.

Paper Trail, *Digital Scrapbook Application*   12/2024
Built a digital scrapbooking app with customizable journals, media support (images, text, stickers), and page-flipping animations. Developed the app using **Android Studio**, **Java**, and **SQLite** for efficient data storage and smooth performance.

SKILLS

Programming Languages
Java, JavaScript, TypeScript, Bash, Kotlin, Python, Ruby, CSS, HTML, SQL, C#, C
Technologies & Tools
Visual Studio Code, Android Studio, React Native, SQLite, XML, Eclipse, Git, MongoDB, NumPy, Google Colab, Azure DevOps, TensorFlow, Firebase, Selenium, Streamlit, Node.js, AdobeXD, Adobe Experience Manager, Express, Figma
Coursework
Data Structures, Design and Analysis of Algorithms, Object-Oriented Computing, Intro to C Programming and Unix, Software Engineering and Practice, Operating Systems, Database Design, Information Security, Mobile App Development, Machine Learning, Artificial Intelligence