

# Nick Esqueda

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[Linkedin](#)

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## Skills

React.js, Redux, Express.js, Flask, Sequelize, SQLAlchemy, Alembic, Node.js, HTML 5, CSS 3, JavaScript, Python, SQL, PostgreSQL, AWS S3, YouTube API, SocketIO, Heroku, Docker, Git, Github

## Projects

**Hologram** *React.js, Redux, Flask, SQLAlchemy, JavaScript, Python, PostgreSQL, SocketIO, AWS S3* [live site](#) | [github](#)

*A modern and friendly clone of Instagram, featuring live direct messaging and infinite scroll.*

- Implemented infinite scroll and pagination in 3 hours without prior knowledge in order to largely benefit scalability and faster/more efficient load times utilizing Flask SQLAlchemy pagination methods
- Employed Websocket technology to provide real-time communication between users for a sleek, dynamic, and responsive user experience
- Designed and implemented a detailed algorithm to remove duplicates between Redux Thunk database query results and existing Redux state to facilitate straight-forward and concise fuzzy search functionality

**Supercloud** *React.js, Redux, Express.js, Sequelize, PostgreSQL, JavaScript, AWS S3, H5 Audio Player* [live site](#) | [github](#)

*An imaginative and excitingly fresh recreation of the popular music streaming platform "SoundCloud".*

- Leveraged the NPM React H5 Audio Player in conjunction with Redux state to foster a seamless and dynamic music streaming user experience while navigating the site and selecting music
- Devised an algorithm to suggest new music for users to listen to based on the popular artists in their "like" history for heightened user engagement and retention

**YouTube** *React.js, Redux, Flask, SQLAlchemy, JavaScript, Python, PostgreSQL, YouTube API, AWS S3* [live site](#) | [github](#)

*A pixel-perfect clone of Google's most implicitly recognized platform for entertainment and research.*

- Refactored and optimized old Redux store implementations to increase performance and reduce the time complexity of React component renders that required iteration over large sets of data
- Utilized the YouTube API after researching and parsing through documentation to generate thousands of database video records to present a thoroughly polished and familiar YouTube experience
- Applied AWS technologies to a Python / Flask backend for simultaneous backend upload of multiple file types, after previously implementing AWS technology in tandem with JavaScript / Express.js

## Experience

**Music Production / Mix + Mastering Engineer / Music Artist** | 2018 - Present | Freelance | [Spotify](#)

- Delivered professional and clean audio mixdowns for music through documentation parsing, complex problem solving, and browsing for solutions.
- Successfully juggled music production, mix engineering, master engineering, artist booking, artist branding, collaboration projects, and social media presence to produce an intensely unique and diverse body of art.

**Facebook Business Ads Manager** | 2020 - 2022 | Freelance

- Drastically lowered Cost Per Conversion to under \$0.09 for an advertisement campaign with an industry average of >\$0.25 CPC, allowing for strong growth in brand awareness for a very low price
- Instructed and guided many others through the complicated set up process required to utilize the Facebook Ad Manager platform using excellent verbal communication.

## Education

**App Academy** | Nov. 2021 - May 2022 | Online

1000+ hour immersive full stack software engineering course with a pair-programming driven learning style.

**Texas Lutheran University** | Pursued Bachelors of Art in Music | Spring 2016 | Seguin, TX