

NICOLAI ROBLES

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SKILLS

Front-End + Design

- HTML5/CSS3
- Javascript/Jquery
- Angular.js
- React
- Bootstrap/Materialize
- Photoshop/Illustrator
- AfterEffects
- Digital Sketching

Back-End

- Ruby on Rails
- Node.js/Express.js
- Amazon Web Services (AWS)
- Sinatra
- SQL
- Rspec
- Ionic Framework/Phonegap
- Git/Github

APIs

- Twilio
- Microsoft Emotion API
- Gmail
- Youtube
- Google Maps

Product Mgmt + UX

- Market Research
- Statistical & Ad-hoc Data Analysis

FULL-STACK ENGINEER EXPERIENCE

Nielsen - Front End Developer

7/2016 - Present

- Develop ground-up web applications for Nielsen digital marketing
- Deploy in Amazon Web Services, Digital Ocean
- Develop in Node.js with Grunt workflow tasks, MongoDB, and Angular
- **Nielsen Ratings Academy App** – a Nielsen educational platform on media, ratings, and Nielsen measurement strategies built with Node.js, Angular UI Bootstrap, Express, & Postgres

Freelance Full-Stack Engineer + Designer

3/2016 - Present

- **Nielsen D3 Word Cloud App** - developed D3.js and MEAN-stack word cloud application for Nielsen
- **Emotize Speech Practicing App** - developed speech practicing video app using Microsoft Emotion API, AWS, & Paperclip-FFMPEG on Rails
- Designed/developed websites, branding, and customer strategies for start-ups
- Mentor/ teach inner-city high schoolers coding fundamentals through ScriptEd

General Assembly - Web Dev Immersive

11/2015 - 3/2016

- Completed three month coding Bootcamp aimed at developing full-stack development skills with a focus on Rails and Node.js
- Learned Object-Oriented Programming principles in Ruby
- Designed and developed database systems using Postgresql and MongoDB
- **Beat The Machine** - AI-Powered Tic Tac Toe game using Javascript
 - Created game interface using Javascript & HTML/CSS
 - Programmed AI strategy logic using Javascript conditional logic
 - Integrated multi-game capability using localStorage
- **Watch&Learn** – Rated Video Curriculum site
 - Developing Rails app to create curated video curriculums from YouTube
 - Collaborated with 3 team members to compile all working code
- **Goaltracker** – goal tracking app
 - Designed Ruby on Rails application to allow tracking of goals
 - Implemented Twilio API to send users reminders about their goals
 - Used Materialize to style, Postgres, and background processes

EDUCATION

University of Pennsylvania

- B.A. Economics (2011)

General Assembly

- Web Development Immersive (11/15-3/16)
- Data Science Part Time (6/16-Present)

PAST EXPERIENCE

Amazon - Manager, Business Analytics

10/2015 - 11/2015

Macy's - Associate Manager, Marketing Strategy

8/2013 - 10/2015

Macy's - Manager, Consumer Insights & Strategy

8/2012 - 7/2013

Macy's - Analyst, Consumer Insights & Strategy

6/2011 - 7/2012