

NICOLAI ROBLES

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SKILLS

Front-End

- HTML5/CSS3
- Javascript/Jquery
- Angular.js

Back-End

- Ruby on Rails
- Node.js
- Sinatra
- Express.js
- SQL

Design

- Photoshop
- Illustrator
- Video Editing
- Digital Sketching

Other

- Ionic Framework/
Phonegap
- Git/Github
- APIs
- Strategy
- Project Management
- Management

EDUCATION

University of Pennsylvania

- B.A. Economics 2011

General Assembly

- Web Development
Immersive

FULL-STACK DEVELOPMENT + DESIGN EXPERIENCE

Freelance Full-Stack Developer + Designer

3/4 - Present

- Designed & developed landing site for early-stage start-up
- Implemented A/B testing using 'split' gem
- Scoping out project requirements to build out iOS/Android apps using Ionic Framework using node.js & Angular

General Assembly - Web Development Immersive

11/31 - 3/4

- Completed three month coding Bootcamp aimed at developing full-stack development skills
- Completed three solo projects and one group project
- Beat The Machine - AI-Powered Tic Tac Toe using Javascript
 - Created game interface using Javascript & HTML/CSS
 - Programmed AI strategy logic using Javascript conditionals
 - Integrated multi-game capability using localStorage
- General Assembly Wiki – Sinatra web application
 - Designed and implemented Bootstrap-powered wikipedia
 - Created new user, login authentication, and password encryption
 - Integrated 'redcarpet' gem to allow markdown input
- Goltracker – 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
- Watch&Learn – Rated Video Curriculums
 - Developing Ruby on Rails application to create curated video curriculums from YouTube
 - Collaborated with 3 team members to compile all working code

PAST EXPERIENCE

Macy's - Associate Manager, Marketing Strategy

8/13 - 10/15

- Developed and executed marketing strategies via large team of Art Directors, copywriters, & photographers for Macy's private brands
- Led execution & analysis of campaign tactics, i.e., Digital Media, Direct Mail, and Social Media

Macy's - Manager, Consumer Insights & Strategy

8/12 - 7/13

- Performed statistical analysis on customer survey data to assess customer attitudes and behaviors
- Developed surveys/sample size specifications/Powerpoint analysis shells on key strategic Macy's topics
- Identified market trends and shifts in product categories and sized business opportunities for buyers

Macy's - Analyst, Consumer Insights & Strategy

6/11 - 7/12

- Supported Director in analyzing customer data and identifying key trends and shifts in customer behavior