

# NICOLAI ROBLES

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## SKILLS

### Front-End + Design

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

- Leadership/Strategy
- Market Research
- Statistical & Ad-hoc Data Analysis
- Project Management

## EDUCATION

### University of Pennsylvania

- B.A. Economics (2011)

### General Assembly

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

## FULL-STACK ENGINEER EXPERIENCE

### Freelance Full-Stack Engineer + Designer

3/16 - Present

- Developed D3.js and MEAN-stack word cloud application for Nielsen
- 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 Development Immersive

11/15 - 3/16

- Completed three month coding Bootcamp aimed at developing full-stack development skills
- 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
- General Assembly Wiki – Fully functioning wikipedia
  - Designed and implemented Sinatra-powered wikipedia with Bootstrap
  - Created login authentication and password encryption from scratch
  - 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 site
  - Developing Ruby on Rails application to create curated video curriculums from YouTube
  - Collaborated with 3 team members to compile all working code

## PAST EXPERIENCE

### Amazon - Manager, Business Analytics

10/15 - 11/15

- Brief period at Amazon's Newark Business Analytics team before entering a full-time educational program.

### 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, identified market trends and shifts in product categories and sized business opportunities for buyers

### Macy's - Analyst, Consumer Insights & Strategy

6/11 - 7/12

- Analyzed customer data to identify key trends and shifts in customer behavior