

# NICOLAI ROBLES

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## SKILLS

### Front-End

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

### Back-End

- Ruby on Rails
- Node.js/Express.js
- Sinatra
- SQL
- Rspec
- Ionic Framework/Phonegap

### Design

- Photoshop/Illustrator
- AfterEffects
- Digital Sketching

### Other

- Leadership/Strategy
- Git/Github
- APIs
- Project Management
- Market Research
- Data Analysis

## EDUCATION

### University of Pennsylvania

- B.A. Economics 2011

### General Assembly

- Web Development Immersive

## FULL-STACK DEVELOPMENT + DESIGN EXPERIENCE

### Freelance Full-Stack Developer + Designer

3/16 - Present

- Designed/developed early-stage start-up site with A/B testing using 'split' gem
- Designed websites, logos, and branding for local small businesses
- Scoping out project requirements to build out iOS/Android apps using Ionic Framework using node.js & Angular

### 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 Curriculum 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

### 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