

# Nicole Le

## Software Engineer

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## TECHNICAL SKILLS

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- **Frontend:** JavaScript (ES6), React.js, Context API, Redux.js, HTML5, CSS3
- **Backend:** Python, Flask, Express.js, SQL, SQLAlchemy, PostgreSQL, Sequelize, AWS S3
- **Other:** Docker, Git, NPM, JIRA, Agile Methodologies, Scrum, Canva

## PROJECTS

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### Beauty Buzz – Python, Flask, SQLAlchemy, JavaScript, React, Redux, AWS S3

[Live](#) | [GitHub](#)

*An Ulta/Etsy-inspired application where users can create, browse, review, and purchase makeup products.*

- Managed the database using Flask-SQLAlchemy on the back end to simplify development, provide consistent data handling, and efficiently retrieve and manipulate data from the database
- Developed product, review, and order entries utilizing React hooks on the front end to enhance user experience, enable real-time updates, create modular and reusable components, and improve performance
- Implemented an image upload feature with AWS S3 bucket, allowing users to securely store large files at any time while optimizing application performance by offloading storage to AWS

### Tunafy – Python, Flask, SQLAlchemy, JavaScript, React, Redux, AWS S3

[Live](#) | [GitHub](#)

*A Spotify-inspired application where users can upload, like, and listen to songs, and create albums and playlists.*

- Designed the user experience and user interface utilizing wireframes, CSS, HTML, and JavaScript to create an intuitive and aesthetic application and smooth transitions
- Applied validation errors using WTForms Validators on the back end and useState/useEffect hooks on the front end to enhance user experience and ensure data integrity
- Collaborated with a team of three engineers utilizing Agile methodology, a Kanban board, and Git version control to develop a viable product with four features within a tight deadline of one week

### SweetStay – JavaScript, Express, Sequelize, React, Redux

[Live](#) | [GitHub](#)

*An Airbnb-inspired application where users can create, browse, and review spots.*

- Organized the database utilizing Express and Sequelize on the back end to provide structured database management and enhance data handling
- Applied spot and review entries using React-Redux on the front end to manage asynchronous tasks, maintain an efficient data flow, and optimize user experience

## WORK EXPERIENCE

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### GoDaddy – Creative Specialist (Remote)

November 2021 – June 2023

- Increased brand awareness and engagement for over 200 diverse businesses by creating over 400 social media posts weekly (Facebook, Twitter, and Instagram)
- Protected online reputation and built customer loyalty for over 200 diverse businesses by professionally responding to all reviews and engaging with the community (Yelp, Google, and Facebook)
- Maintained client satisfaction by collaborating with other teams and account managers to ensure their requests and concerns were addressed and fulfilled

## LEADERSHIP EXPERIENCE

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### alpha Kappa Delta Phi Sorority – VP New Member Educator (Executive Board)

January 2021 – May 2021

- Prepared 17 new members for initiation by providing mentorship and teaching the chapter's history, traditions, and responsibilities
- Solved internal conflicts by collaborating with the executive board and national board

## EDUCATION

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App Academy – Full Stack Web Development

February 2024

The University of Texas at Austin – Bachelor of Science in Advertising, Minor in Business

May 2021