

# Peter McDonald

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## Skills

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**Front-End** React.js, JavaScript, jQuery, SASS, CSS, HTML, Bootstrap, Materialize, Jekyll

**Back-End** Node.js, Express, Python, Django, GraphQL

**Databases** Firebase, SQL, PostgreSQL, NoSQL with MongoDB

## Work Experience

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### Experiment Zone

Nov. 2019 - Present

#### FRONT-END DEVELOPER

Experiment Zone is a conversion rate optimization company that helps companies identify opportunities and evaluate ideas using data so that they can improve customer experiences and increase sales. Roles and recent projects include:

- Managing the A/B testing development team
- Built and implemented over 200 A/B tests to help companies expand and improve their digital experiences and consistently improving their conversion rate by a minimum of 10% (JavaScript, JQuery, CSS, Webpack, Google Optimize, Google Analytics, Google Tag Manager, Monetate)
- Worked as a front-end developer on the Hypothesis Library, an A/B testing tool web application (React, Redux, Materialize, Firebase)
- Implemented full web page redesigns for several clients, gaining experience working with a variety of different web stacks and frameworks (Bootstrap, Material-UI, Materialize CSS, UIKit)
- Built and maintain the experimentzone.com website (Jekyll, Bootstrap, Sass, JavaScript)

### CTX Market

Apr. 2021 - Sep. 2021

#### FRONT-END REACT DEVELOPER

- Worked as a front-end developer on the ctxmarket.com web application (React, React Query, Material-UI, Firebase)
- Designed and built new components and pages along with identifying and fixing bugs
- Built new user experiences including the onboarding flow for new sellers

### General Assembly

Apr. 2019 - Jul. 2019

#### SOFTWARE ENGINEER FELLOW

A full-time, immersive Software Engineering course where I completed in-class projects and personal projects focused on real-world applications of web development principles and best practices. Course projects include:

- Memory Game: DOM manipulation matching game (JavaScript, CSS)
- Habit Tracker: React app with full RESTful API integration
- Blog Express: Blog made with Node, express, and a mongo database

## Projects

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#### WANDER

Wander is a personal project built with React, Redux, and Firebase that allows the user to create a post associated with a location on a map and share it with the other logged-in members who visit the area the post is associated with.

#### CRYPTOCURRENCY LOAN CALCULATOR

The Cryptocurrency Loan Calculator is a React project. The calculator is connected to a public API that continually updates the price of the most popular cryptocurrencies. The calculator allows the user to calculate the amount of cryptocurrency needed as collateral for a cash loan.

#### PORTFOLIO

Explore some of my live projects by visiting my portfolio at <https://react-redux-firebase-732ae.web.app/portfolio>

## Education

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### General Assembly, Austin Campus

SOFTWARE ENGINEERING IMMERSIVE

### University of Texas, Austin

72 HOURS OF PHYSICS DEGREE