Peter Rood

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EXPERIENCE

Plaid, San Francisco - *Solutions Engineer*

July 2021 - February 2023

- Working on the Solutions Engineering team with customers to optimize their implementations of the SDKs for web, iOS, Android, and React Native
- Working with various teams of the Revenue, and Engineering, Product, Design, and Support to explore, recommend, and implement both technical and social solutions that improve outcomes for internal teams and customers
- Member of the API Review Council that reviews changes to the API surface of Plaid

Yieldmo, Los Angeles - *Software Engineer*

March 2020 - June 2021

- Worked on the Ad Formats team that builds and maintains new features for the SDK and Ad Formats and their supporting tooling that provides analytics to the Data team
- TypeScript, HTML, CSS, and other web technologies

Yieldmo, New York - *Integration Engineer*

June 2017 - February 20202

- Worked on the Ad Formats team with the Publisher Development team to optimize the integrations of ads on the sites of publishers

Tory Burch, New York - *Web Developer*

July 2016 - June 2017

- Built and maintained features on toryburch.com, torysport.com, and their international sites across desktop, tablet, and mobile
- Led the development for their interactive, category-specific size charts across desktop, tablet, and mobile
- JavaScript, HTML, CSS and LESS, and other web technologies

Freelance, Berkeley and Philadelphia - *Web Developer*

May 2015 - June 2016

- Consulted with sizung.com on their team collaboration and communication product. Prototyped with Bootstrap
- Worked with Viewpoint Magazine to integrate Instant Articles of Facebook, AMP of Google, and Apple News
    - WordPress, JavaScript, and CSS

Victoria's Secret, New York - *Front End Web Developer*

November 2014 - May 2015

- Improved their ecommerce platform as part of the Home and Landing team
    - Worked on those pages and global elements on desktop and mobile
- Lead the front end development for their international shopping experience and coordinated with other stakeholders throughout the company
- Contributed to VS JavaScript best practices, VS style guide, and updated their proprietary MVC framework Underwire
- JavaScript, HTML, CSS, Java, and other web technologies

Victoria's Secret, New York - *Associate Front End Web Developer*

September 2013 - November 2014

- Improved their ecommerce platform as part of the Collection Product Search team on desktop
    - Implemented star ratings on product and collection pages
    - Improved design and experience of product pages by adding box selectors and tabbed descriptions
    - Built HTML + CSS for zoom and full page views of products
- At their first hackathon, I built Victoria's Siri. Check out the [demo](#)
- HTML, CSS, JavaScript, and other web technologies

Viewpoint Magazine, New York - *Web Developer*

2013 - 2016

- Migrated the magazine from a hosted account to a self-hosted WordPress installation
- Developed the theme and implemented additional functionality
- HTML, CSS, PHP, MySQL

EDUCATION

Institute for Advanced Study, Princeton - *Visiting Scholar*

Fall 2017

Visitor: Program in Interdisciplinary Studies

The New School, New York - *Master of Arts in Media Studies*

2011 - 2013

Dean's Scholarship recipient. GPA: 3.92

Penn State University, University Park - *Bachelor of Arts in Philosophy with Honors and with Distinction. Minor in Film Studies*

2005 - 2009

Schreyer Honors College. Dean's List: all semesters. GPA: 3.84