

**Sam Casey**  
**Cambridge, MA**

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*Entrepreneurial, detail oriented Software Engineer with a passion for using his combination of technology and business skills to help others. I thrive in mission-driven teams that push each other to grow daily and work on solving important problems for everyday people.*

**Skills & Technologies**

HTML, CSS, Sass, JavaScript, TypeScript, React, Node, Express, PostgreSQL, Ruby on Rails, Firebase, Python, Figma, jQuery, MySQL, PHP (Wordpress)

**SOFTWARE ENGINEERING EXPERIENCE**

**River Interactive**, Cambridge, MA

February 2020 - Present

*Owner, UI/UX Designer, and Web Developer*

- Developed Wordpress plugin and Instagram automation tool for alternative healthcare startup, resulting in 200%+ increase in user generated content in week following implementation
- Designed web app prototypes for car sales startup using Figma, crafted design research strategy alongside founder, and conducted user interviews with 8 potential car buyers

**General Assembly, Software Engineering Immersive Program**

August - November 2020

- Full-stack software engineering student in an intensive, 450+ hour program focused on product development fundamentals, object-oriented programming, MVC frameworks, data modeling, and collaboration. Developed a portfolio of individual and group projects.

**Selected Projects**

**red ink** || <https://red-ink-writing.com>

- A web app to connect writers and editors with specific subject matter expertise
- Built with React, TypeScript, Node, and Google Firestore; features email notification system for users

**Pause.app** || <https://pause-app.netlify.app>

- A mobile-first web app to help people organize their thoughts and to-dos around self-care
- Built with React, JavaScript, Node, and MongoDB alongside 3 teammates during General Assembly bootcamp; chosen by teammates as tech lead, responsible for project management and code review
- Designed and built user authentication model as well as majority of frontend logic and API requests

**CoinRef** || <https://coinref.netlify.app>

- Site to help crypto novices find summaries, price data, and research on various cryptocurrencies
- Built with React, D3.js, SCSS, and the Messari OnChainFX API

**BUSINESS EXPERIENCE**

**Fidelity Investments**, Boston, MA

July 2018 - January 2020

*Senior Analyst, Strategy & Consulting group*

- Led competitive and financial analysis for 2 internal startups, resulting in \$2.5M+ of pilot funding
- Created UI mockups and performed design strategy interviews with 20+ target users for both startups
- Crafted slide decks for bi-weekly cryptocurrency meeting comprised of 12 executives, including CEO
- Analyzed data of ~4M customers using SQL and Excel, leading to recommendation of new customer segments to heads of Personal Investing, and Wealth Management businesses

**EDUCATION**

**Babson College**, Babson Park, MA

May 2018

*Bachelor of Science in Business Management, Magna Cum Laude*

**LEADERSHIP & OTHER ACTIVITIES**

**Babson United Rugby Club**, 3-year Captain | **Babson Alliance for Sexual Assault Prevention**, Founder

