

Sebastian Rodriguez

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Professional Qualifications —

- Proven experience with front-end technologies and libraries with a demonstrated history of working with industry standard software, such as **React**, **Vue.js**, **jQuery**, **Laravel**, and **Wordpress**.
- In-depth knowledge of object-oriented programming with **PHP** and **Python**, including functions, methods, and classes. Strong ability to utilize computational thinking to analyze and solve problems.
- Proficient ability to leverage website **data analytics**, creating effective campaigns, defining conversion goals, and improving SEO. Able to translate complex data into meaningful metrics.
- Foundational understanding of **Adobe Creative Cloud** applications with the ability to design application layouts, manipulate images, and create scalable vector graphics.
- Strong familiarity with **accessible design standards**, including the Web Content Accessibility Guidelines (WCAG) and the Accessibility for Ontarians with Disabilities Act (AODA).

Education —

University of Toronto

Bachelor of Information, Data Science & User Experience Design

April 2024

- Relevant Coursework: Computer Programming, Human-Computer Interaction, Data Analytics

Experience —

University of Toronto

Research Fellow

January - April 2022

- Developed an interactive, pedagogical website demonstrating deceptive user experience design (or dark patterns). Researched the historical context of consumer manipulation in marketing and design.
- Assisted in designing curriculum for a course with over 800 undergraduate students. Created material combining design, marketing, and management as an introduction to the culture & technology major.
- Supervisor: Dr. Dan Guadagnolo

Icarus Labs

Founder & Web Developer

August 2018 - March 2022

- Designed and developed 15 WordPress-based websites implementing e-commerce shops and custom post types. Utilized Google Analytics to provide clients with metrics about their organization's growth.
- Administered a Linux server hosting over 10 client websites and email services. Provided on-call customer support, responding to user-reported issues and troubleshooting website/email problems.

ICCIT Academic Council @ University of Toronto

Director, Web Development

April - September 2020

- Administered a Linux server hosting the organization's website and emails. Established daily off-site backups and operated with 0% downtime. Provided on-call security and performance monitoring.

- Developed an interactive and dynamic WordPress website that increased page views, extended the average length of user sessions, and decreased the bounce rate.
- Established and maintained relationships (including tours & sponsorships) with off-campus organizations. Facilitated and organized academic, professional, and social events for students, including the Creative Case Competition.

The Browning School

Teaching Assistant, Computer Science

September 2017 - January 2018; May - June 2019

- Worked with department faculty to manage all of the institution's middle and high school computer science classes. Provided technical support to students during lectures and independent studies.
- Assisted in developing the curriculum for Advanced Computer Science (AP-level) and Grade 7 Computer Science. Collaborated with the English department to create interdisciplinary lesson plans.
- Supervisor: Dr. Melodie Ting

Churchill Capital

Intern Equity Data Analyst

July - August 2018

- Compiled comprehensive M&A deal outlines based on SEC filings, press releases, company synergy, and historical models. Predicted outcomes for over 15 pending deals, including Qualcomm-NXP.
- Researched active and potential activists in emerging arbitrage situations, analyzing patterns for outcomes and creating a reference database for future deals.

Publications & Presentations —

Rodriguez, S. "The United States of Surveillance: An Analysis of America's Mass Surveillance Laws, Programs, and Oversight." *IDEAH Journal*. Peer-reviewed article. Submitted for review.

Rodriguez, S. "Dark Patterns: Deception & Manipulation in UX Design." *Emerging Scholar Showcase, Critical Digital Humanities Initiative, University of Toronto*. April 22, 2022. Toronto, Canada. Presentation.

Rodriguez, S. "An Overview of Mass Surveillance in the United States." *Digital Humanities Summer Institute (DHSI) Conference and Colloquium*. June 18, 2021. Victoria, Canada. Conference poster.

Academic Service —

Member, *Surveillance, Race, & Empire Working Group*, Critical Digital Humanities Initiative (CDHI), University of Toronto, 2022

Member, *Equity Outreach Network (EON)*, University of Toronto, 2019-2020

Chair, *Student Equity & Diversity Committee (SEDC)*, The Browning School, 2017-2019

Member, *Code of Conduct Committee*, The Browning School, 2018-2019

Awards & Scholarships —

Undergraduate Fellowship Award, Critical Digital Humanities Initiative (CDHI), University of Toronto, 2022

Best Paper Award, Department of Historical Studies, University of Toronto Mississauga, 2021

Scholars Award, University of Toronto, 2019

Computer Science & Engineering Award, The Browning School, 2019