**Sabrina Freifeld**

Denver, CO | 973-666-2216 | sfrei.1996@gmail.com

[LinkedIn](https://www.linkedin.com/in/sabrinafreifeld/) | [Github](https://github.com/sfreifeld) | [Portfolio](https://www.sabfry.com/)

**Software Engineer**

Software Engineer leveraging over 5 years of experience in data engineering within risk management, e-commerce, and adtech sectors. Proven track record of developing internal tools to enhance efficiency and standardize processes. My dual expertise in data and software engineering provides a unique perspective, enabling me to transform complex data into actionable strategies and build robust, data-driven solutions. Passionate about continuous learning, I quickly adapt and excel in new technical domains, as evidenced by my successful transition to a technical career.

**TECHNICAL SKILLS**

Airflow, Bash, DBT, Docker, Flask, Git, HTML / CSS / JavaScript, Looker / Tableau, Pandas, Python, React.js, REST APIs, Snowflake, SQL, Tailwind, TypeScript

**TECHNICAL PROJECTS**

*To get a more detailed description of all of my past projects, please visit my* [*portfolio*](https://sabfry.com/)

**Avatarium** - [Website](https://avatarium.siter.io/) | [Github](https://github.com/sfreifeld/avatarium) | [Product Hunt](https://www.producthunt.com/posts/avatarium)

NPM open-source package that generates unique, randomized profile avatars for React applications

* Developed with TypeScript for robust type-checking and maintainability and utilizes the mulberry32 algorithm for seeded random avatar assignment, ensuring consistent avatar generation.
* Achieved over 300 downloads and ranked in the top 50 products of the day on Product Hunt during its launch.

**DevImpact** - [Site](https://phase-5.vercel.app/) | [Github](https://github.com/sfreifeld/phase-5)

Mock site designed to bridge the gap between nonprofits needing technical assistance and entry-level developers seeking real-world experience.

* Developed using a React frontend, supabase backend, bootstrap styling, and deployed with Vercel.

**EXPERIENCE**

**Podium** Lehi, UT

Data Engineer 08/2023 - 02/2024

* Achieved a 96% year over year reduction in fraud loss through implementation of alerting mechanisms, investigation procedures, and agile methodologies within the software development lifecycle.
* Implemented an automated fraud detection queue by creating two predictive data models for customer fraud and credit risk and using Airflow to schedule the models' data pipelines.

**Signifyd** Denver, CO

Data Engineer 06/2021 - 07/2023

* Developed a Python automation tool that standardized data ingestion operations, eliminated manual errors, and saved over 20 hours monthly. Used matplotlib to generate KPI visualizations before and after ingestion, enhancing strategic decision-making.
* Spearheaded a cross-functional team of 6 to develop a LookML-based alerting system, cutting issue notification times by 50%. Refined algorithm weightings to achieve a false positive rate of 6% and a false negative rate of 0%.

**Roku** Boston, MA

Senior Technical Engineer 07/2018 - 06/2021

* Diagnosed, reproduced, and fixed internal and external customer technical software issues involving Roku's DSP, data activation layer, and reporting/logging infrastructure
* Developed and maintained internal tools to enable faster problem resolution for common customer service requests as well as maintained the internal- and external-facing wiki and knowledge base.

**EDUCATION**

**Flatiron School** Denver, CO

Certified in Full Stack Web Development, Python with Flask and JavaScript program 02/2024 - 06/2024

**Pennsylvania State University** State College, PA

Marketing B.A. GPA: 3.67 10/2014 - 06/2018