

# SIMCHA COHEN

SOFTWARE ENGINEER

## SKILLS

JavaScript (ES5/ES6/ES7)

React/Redux

Ruby/Rails

SQL/Postgres/mysql

HTML/CSS/JQuery

Git, AWS

Canvas/Adobe Suite/Sketch

English/French/Hebrew

## EDUCATION

BA AT TOURO COLLEGE

Major: Desktop Publishing

2012 - 2016 - Brooklyn, NY

APP ACADEMY

Course: Software Engineering

Apr 2018 - Aug 2018 - New York, NY

## CONTACT

Email: [simcha\\_cohen@yahoo.com](mailto:simcha_cohen@yahoo.com)

Phone: 347.316.9598

Portfolio: [www.simchacohen.com](http://www.simchacohen.com)

Github: [github.com/simcha-c](https://github.com/simcha-c)

LinkedIn: [linkedin.com/in/simchacohen](https://www.linkedin.com/in/simchacohen)

Location: Brooklyn, NY

## EXPERIENCE

**CRITERION 360 | SEPT 2017 - FEB 2018**

UX Design Consultant

- Designed software flows and interfaces to provide elegant, robust user experiences.
- Organized information architecture meetings to take user flows from sketch, to high-fidelity mockups, to full technical implementation.
- Ideated on both design and technical solutions within an agile development team to promote an efficient SDLC (software development lifecycle).

**FREELANCE | SEPT 2016 - APR 2018**

Graphic Designer

- Designed reusable, thematic, and engaging assets for a variety of promotional and marketing campaigns.

**TWI WATCHES | OCT 2012 - JUN 2016**

Account Manager

- Developed automated excel/database reports for order fulfillment and inventory management.

## PROJECTS

**BLISSANA | [LIVE](#) - [GITHUB](#)**

JavaScript, React, Redux, Ruby, Rails, AWS, PostgreSQL, HTML, CSS

High-scalability feature-rich single-page web app providing teams with intuitive tracking and management tools to see projects to completion.

- Drafted design documents complete with timeframe, database schema, and UX/UI wireframes to meet design, technical, deployment SDLC goals.
- Met with senior engineer to discuss blockers, technical implementations, review code, and conduct thorough application testing.
- Leveraging React's diffing algorithm to reduce browser repaints and re-renders in conjunction with Redux/Flux state management/data normalization to minimize Ajax request data transfer.
- Implemented task-sequencing linked-list to maintain performance during restructuring/reorganizing periods for large-scale projects.