

# Will Bray-Cotton

Troy, MI • (248) 561-9667 • braycot1@msu.edu • <https://github.com/will-braycotton>

## EDUCATION

**Michigan State University, School of Engineering**, East Lansing, MI

May 2025

*Bachelor of Science, Computer Science*

*Minor in Entrepreneurship & Innovation*

- GPA: 3.92
- Coursework: Data Structures & Algorithms (CSE 331), Intro to Machine Learning (CSE 404), Web App Development (CSE 477), Database Systems (CSE 480), Object Oriented Programming – C++ (CSE 335)

## PROFESSIONAL EXPERIENCE

**Auto Owners Insurance**, Lansing, MI

May 2024 – Aug 2024

*Software Developer Intern*

- Developed and implemented UI and backend improvements for a managerial review feature using Gosu, SQL, and HTML, resulting in 12x increase in load speed and reducing manual effort by 3x, boosting productivity
- Resolved various software bugs throughout Claim Center application by collaborating with cross-functional teams to identify, diagnose, and debug issues utilizing Gosu and Java, achieving 20+ bug fixes and improved stability
- Contributed to agile development sprints by participating in sprint planning, daily stand-ups, and retrospectives, effectively collaborating with team members to ensure timely delivery of 25+ completed Jiras

**Spectrum Consulting Group**, East Lansing, MI

Sep 2022 – Present

*Consultant*

- Created KPI's and dashboard for a major Michigan utilities company to assist in determining the ROI's on improvement projects by utilizing Microsoft Power BI, resulting in client satisfaction and client return
- Researched information technology applications in healthcare industry by employing databases, articles, and reports to pitch recommended solutions to potential clients resulting in the group's first published whitepaper

**Exotic Kicks Sneaker Reselling**, Troy, MI

Dec 2017 – Aug 2023

*Business Owner and Operator*

- Operated reselling business specializing in limited sneakers and high-margin retail products by leveraging software to automate and optimize operations and scale into new markets to earn ~\$90,000 in revenue
- Improved software checkout speed and captcha efficiency by utilizing proxies, cloud servers, and activity generated Gmail accounts resulting in 3x increase in purchased sneakers and 25% reduction in checkout speed

## PROJECTS

**Optiver- Trading at the Close**

- Created machine learning model for a stock market prediction Kaggle competition, employing TensorFlow and LSTM neural networks, showcasing expertise in deep learning techniques and top 30% finish
- Collaborated with a team of three through weekly coding sessions, which enhanced code review practices and teamwork, leading to improved code quality, more efficient development, and overall performance of the project

**Instagram Clone**

- Built a fully responsive Instagram clone using React and Firebase, implementing features like user authentication, post retrieval, profile customization, and real-time interactions, resulting in an accurate replica of Instagram

**BookMyStudyRoom.io**

- Developed Python program using Selenium WebDriver to automate study room booking process during finals week, ensuring successful reservations during peak hours when demand was highest
- Utilized Google Cloud servers to schedule the program's execution at midnight, reducing the need for user intervention and consistently achieving a 100% booking success rate for study rooms

## Additional

**Skills:** Python, C++, Gosu, Java, SQL, HTML, React, Firebase, TensorFlow, Selenium, Git, Jira, Microsoft Power BI

**Activities:** CSE 102 Tutor, AI Club, Spectrum Consulting Group, Phi Chi Theta Professional Business Fraternity, Burgess Institute for Entrepreneurship, West Michigan Kart Club

**Hobbies:** Cooking, Racing, Traveling, Ice Hockey, Fitness, Reading