

ZOË MCDANIEL

Software Engineer | Digital Producer | Design Technologist

✉ zmcddaniel@gmail.com

☎ (206) 488-7852

📍 Bremerton, WA

🌐 /in/zoemcdaniel

🐱 zmcddaniel

🏠 zoemcdaniel.com

PERSONAL SUMMARY

A front-leaning developer and producer with a passion for building thoughtful interactions between people and technology. Zoe enjoys turning complex data into seamless, enjoyable experiences. Both technically deep and business savvy, Zoe can interface with and impact all levels and disciplines within an organization.

TECHNICAL EXPERIENCE

Software Engineer, Search (Contract via AIM Consulting)

Getty Images - Seattle, WA | 2019

- Crafted customer-facing features for Getty Images and iStock with a focus on search and landing pages
- Emphasized search engine optimization efforts to drive 2019 yearly KPI goals for sales and traffic
- Participate in end-to-end feature development with owners and stakeholders within a scrum-based SDLC
- Tested and maintained quality via unit, integration, and acceptance testing in Rspec and GitLab CI/CD
- Technology stack leveraged included Ruby on Rails, AngularJS, SASS, and Slim templating
- Participated in collaborative environment including code reviews, hackathons, and brownbag code talks

Loss Prevention Support Engineer IV

Amazon - Seattle, WA | 2018 - 2019

- Analyzed and identified the root cause of complex logistics problems covering an array of business units including fulfillment centers, ground transportation, North American security, and Amazon Air
- Utilized web development technologies including Ruby on Rails and Node.js in conjunction with business intelligence software such as Tableau to build software solutions and tools for internal customers
- Collaborated with other technical teams, engineers, analysts and cross-functional groups across North America, Europe, the Middle East, and Africa to reduce and prevent product loss and shrinkage
- Automated data pulls and scripting tasks to track and report on metrics and key performance indicators
- Spearheaded UI revamps and developed consistent style guide for loss prevention programs identity

Digital Producer

Publicis Experiences (A Publicis Groupe Agency) - Seattle, WA | 2017 - 2018

- Managed producers, designers, vendors, and developers, ensuring efficient production to deliver experiential products to Fortune 100 clients on time, on budget, and exceeding expectations
- Developed and deployed rebranded company web presence using PHP, JavaScript, jQuery, and XAMPP
- Developed over 90 HTML and OFT email templates, testing for performance across service providers
- Managed project profitability by negotiating statements of work, delivering work on budget, and invoicing clients according to the proper terms
- Managed internal and external assets, crafting product specifications and technical documents
- Participated in end-to-end development lifecycle throughout the process including brainstorming, SOW drafting, client communications, scoping, UX/UI, testing, deployment, & delivery

Consultant & Developer

Independent Contracting - Seattle, WA | 2012 - Present

- Developed & secured SEO-friendly e-commerce app with AWS video distribution on an EC2 server
- Designed web presence using Javascript, HTML5, CSS3/SCSS, PHP5, Bootstrap, Photoshop, & D3
- Created complex SQL queries for data & sales intelligence on 35,000 user database
- Utilized Vagrant box software to create LAMP environments for developers to leverage
- Operated under Agile methodologies using JIRA ticketing & continuous integration

Web Development Teaching Assistant, Full Stack Developer

General Assembly - Seattle, WA | 2016 - 2017

- Assisted full stack and front end web development students with homework, projects, and assignments
- Worked with instructional team on student feedback and helped adjust class lesson plans
- Delivered 5 design/development sprint projects in Javascript, Ruby on Rails, & MEAN stack

Web Developer

True North Construction LLC. - Virginia Beach, VA | 2013 - 2014

- Created portfolio website & social media using HTML, CSS, Bootstrap, jQuery, and PHP 5
- Migrated to Squarespace, teaching company owner to manage & update assets/features

VOLUNTEERING

Coding Instructor; Event Volunteer

Amazon Women in Security - Seattle, WA | 2018 - 2019

Empowerment Chair, Steering Committee

Publicis VivaWomen! - Seattle, WA | 2017-2018

Community Outreach

Alliance for Pioneer Square - Seattle, WA | 2015 - 2018

Media Producer

ECC Special Education - Bahamas | 2005 - 2013

SKILLS

Languages & Frameworks

JavaScript (ES2015)	jQuery 2.1
HTML5	VueJS 1.5
CSS3	Node.js
AngularJS	Python 2.7
Ruby on Rails	PHP 5/7

Databases & ORMs

MySQL 5.6	MongoDB 3.2
PostgreSQL 9.5	Mongoose
Sequelize	ActiveDirectory

Software

Photoshop CC17	Tableau
Illustrator CC17	Bitbucket / Github
Sketch 3	Email on Acid
WebStorm 2018	Litmus
MS Office 2018	Basecamp
iWork 2017	Trello
Atlassian JIRA	VMware
Balsamiq	Postman 4.7

Designs, Platforms, & OS

OS X / macOS	Scrum
Ubuntu	Vagrant
Windows 10	RDP
Microsoft Azure	Heroku
AWS	Squarespace
JSON	WordPress
AJAX	GitLab
Git	
REST	

PROJECTS

Publicis Experiences

Full web presence rebrand
www.publicisxp.com

Microsoft Ready

Associate event producer, asset management, and mobile map app
Seattle, WA & Las Vegas, NV

Microsoft Tech Summit

Development and BOM management for 13 cities worldwide
www.microsoft.com/techsummit

eBay Main St in a Box

Corporate HQ touchscreen wall
San Jose, CA

Amazon "Dummy" Packages

Package thief identification program

EDUCATION

Web Development Immersive

General Assembly
Seattle, WA

Computer Science

University of San Francisco
San Francisco, CA