

JENNIFER BARBETTINI

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TECHNICAL SKILLS

Front-End: Ruby on Rails, Javascript, HTML5, CSS3, Sass, ReactJS, React Native, Redux, Webpack, AngularJS

Back-End: MySQL, AWS, PostgreSQL, Redis, NodeJS, MongoDB, Neo4j, Yarn

Miscellaneous: New Relic, LogDNA, CircleCI, Optimizely, Intercom, Segment, Drip, Mailchimp, Mandrill, Sketch

PROFESSIONAL EXPERIENCE

Gobble | Software Engineer, Team Lead

12/2016 - Present

- Engineer #2 and Product/QA Lead for the Customer Experience team. Responsible for our public-facing marketing website, core customer-facing application, internal applications, and A/B growth initiatives.
- Led and implemented a complete redesign of the entire customer-facing website, transactional, and marketing campaign emails with new branding, signup flow, checkout process, and content revisions in four weeks.
- Designed component-based UIs which are used across all different applications for a seamless experience for the entire company. Established code style and best practices for Rails, HTML, and Sass.
- Refactored and re-architected customer-facing pages from Coffeescript, Backbone, Haml, and CSS into Rails and Sass. This allowed us to scale 3x our customer subscriptions, improve the customer experience, and reduce technical issues across the platform.
- Created a static site application using Middleman, Webpack, and Yarn and migrated specific views off the core monolith to reduce overall server load.
- Organized detailed program and project plans spanning product, engineering, and business deliverables, identifying resource requirements, task owners, milestones, dependencies and potential risks.
- Lead daily standups with our remote team and manage an agile development cycle to scope and prioritize key features, projects, and resources.

Creelio | Digital Marketing Strategist

01/2015 - 05/2016

- Developed content marketing and lead generation strategy for Creelio and clients' brands. Implemented social media best practices, marketing automation, and data analytics systems, resulting in an average 40% increase in web views and user engagement.

Hello Fearless | Co-Founder & COO

02/2014 - 12/2014

- Launched an online training program for female entrepreneurs and managed day-to-day business operations, including product development, customer acquisition, marketing strategy and fundraising.

Hoopla.io | Business Development Lead

08/2013 - 12/2013

Sporting Innovations | Client Results Executive

09/2012 - 08/2013

Magnifi Group | Product Manager

06/2010 - 09/2012

PERSONAL PROJECTS

Reddi2Mingle

Tinder for Redditors

- Designed and architected client-side application with React, Redux and custom-styled SASS
- Minimize queries to Neo4j graph database and PostgreSQL to enable a more seamless user experience
- Created a Tinder-like experience with live match notifications using sockets and Redis
- Implemented animations with React Motion to simulate gesture-based actions

Rumi

Roommate chore-tracker for Android

- Redesigned and overhauled front-end framework from React into React Native for Android
- Integrated SASS compilation pipeline to reduce pain points of styling with React Native

EDUCATION

Hack Reactor | Advanced Software Engineering Immersive

2016

University of California, San Diego | B.S. General Biology, Minor in Communications

2007 - 2011