LADAN NAZARI
Software Engineer

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PROJECTS

ScentCentral (JavaScript / ReactJS / Redux / Express.js / PostgreSQL / Sequelize) live | github

ScentCentral is a full stack web app inspired by Yelp's functionality and the Kilian Paris website User Interface.

- Utilized PostgreSQL to create object-oriented tables enabling efficient management of data and implementation of relational queries.
- Developed interactive User Interface by implementing React.js including building reusable components, managing state using hooks, and optimizing performance through the use of the Virtual DOM.
- Incorporated the Redux Store and Redux Devtools to better visualize data flow and prevent errors resulting from inefficient state management.
- Designed an intricate booking feature by integrating datetime-local and error handling that prevents users from booking dates in the past.
- Applied both frontend and backend error validations to improve users' understanding of data required.

Fragrantz (JavaScript / ReactJS / Redux / Express.js / PostgreSQL / Sequelize) live | github

Fragrantz is a perfume encyclopedia inspired by Cereal Magazine's minimalistic User Interface.

- Set up a secure, cookie-based authentication allowing users to only make changes to their data when logged in
- Employed the CSS Flexible Box Model for an organized and responsive layout of data
- Constructed React forms capturing user data through controlled inputs and a single event handler method to handle onChange events for multiple form inputs.

Sweetiegram (Python, ReactJS / Redux / Flask / SQLAlchemy / PostgreSQL) live | github

Sweetiegram is an Instagram clone that lets you share images of your favorite desserts with the world.

- Formulated database schema design and implementation -- allowing for specific and organized calls to the backend.
- Implemented an original UI and UX design to maximize intuitive usage and overall site navigation in CRUD (Create, Read, Update, Delete) functionalities
- Collaborated with three other engineers utilizing git workflow to prevent merge conflicts and sped up development cycles by using separate branches.
- Utilized AWS S3 for file storage in conjunction with Flask, including the ability to upload, download, and manage files, as well as implement security measures such as signed URLs and object level permissions.

EXPERIENCE

Social Media Coordinator- *Canada Drives*

Jan 2020 - July 2020

- Tracked SEO and SEM performance by utilizing Google Analytics to conduct in-depth keyword research and monitor website performance.
- Executed social media content strategy based on a heavy focus on content testing, market research, and audience preference, achieving an 11.5% average organic reach.
- Managed 14 social media channels with thousands of followers across Facebook, Instagram, Twitter, and Youtube.

SKILLS

Languages: Javascript, Python, SQL, HTML, CSS
Frameworks/Tools: React, Redux, Express.js, Flask, Sequelize, SQLAlchemy, PostgreSQL, AWS S3, Node.js, Git
Other: Object-Oriented Programming (OOP), Pair Programming, Data Structures, Algorithms

EDUCATION

Software Engineering - *App Academy* | *Fall 2022*
Bachelor of Arts, Communication (Concentrations: Business & Marketing) - *University of California, San Diego | Class of 2019*