

# ROBERT FARB

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[Portfolio](#)

[LinkedIn](#)

## SKILLS

React, Node.js, Redux, Javascript, HTML, CSS / SASS, SQL, Microservices, AWS Lambda, Jenkins, Git, Asana

## EXPERIENCE

### Web Development Engineer II | Lead

Amazon

Oct 2020 - Present

- Own production development of Amazon.com Custom Campaigns using React.js, Redux, Node.js, and AWS for Fortune 500 clients including: Procter & Gamble, Intel, Microsoft and Lexus generating a minimum of \$250k revenue per campaign
- Set team coding and technical best practices by documenting style guide, standard operating procedures, and code boilerplates, increasing code coverage by 50%
- Manage Custom Campaign Landing Page program by leading bi-weekly sprint planning and operational planning meetings to define and exceed YoY program goals
- Operationalized Campaign Microservices program by creating comprehensive internal stakeholder-facing wikis to reduce program onboarding from 5 days to 1-2 days per customer and reduce ToW

### Software Engineer I

Bizrate Insights

Jan 2019 - Oct 2020

- Redesigned and refactored client facing application, VitalSigns, from Java & Angular to a Node.js webserver and React.js frontend to enable quicker feature iteration, and optimized frontend renders
- Implemented pagination and reduced size of data calls in turn, optimizing Buyer Comments dashboard on VitalSigns 2.0 and reducing page load times by 45-50%
- Created a pixel perfect web check-in experience for Stop, Breathe & Think using React.js, AWS Lambda, and Oracle DB data storage to record users' emotions and return a recommended video activity based on selected emotion words

### Front-End Engineer

Robert Farb Web Development

Nov 2015 - Oct 2020

- Started a freelance web development business to create portfolio sites and small business advertising sites using JavaScript, HTML5, CSS3, WordPress, React.js and Node.js
- Implemented the Payeezy API to facilitate credit card processing on a club water polo website creating a more efficient payment processing system, generating over \$100,000 in revenue

### Full Stack Development Intern

BLT Communications

Jun 2015 - Sept 2016

- Designed a fully responsive WordPress website with a MySQL database for a non-profit foundation called the Divine Shakti Foundation
- Designed a relational data model for a WordPress web application to handle efficient data storage and retrieval

## PROJECTS

### Campout (React/Redux, Rails 5, PostgreSQL)

[live](#) | [github](#)

Full-stack web application to search and "reserve" campsites in the US inspired by Hipcamp.com

- Created custom campsite search functionality using Google geocode API, updating a geoLocation slice of state used to center a Google Maps React component
- Integrated Amazon AWS image hosting to reduce server load from large image files, and improve image load times

## EDUCATION

App Academy - Intensive software development training program with <3% acceptance rate | Summer 2018

University of Michigan - Ann Arbor - BA Cognitive Science | 2013-2017