

Noah Seltzer

Full-Stack Developer

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BLENDING EXPERTISE AND INNOVATION TO IMPROVE PRODUCTS AND USER EXPERIENCE.

AREAS OF EXPERTISE

- ◆ TypeScript Full-Stack Web App Development
- ◆ RESTful APIs & Front-End App Creation
- ◆ Maintainability, Performance, & Security
- ◆ Continuous Product Enhancement
- ◆ Robust Test Design & Implementation
- ◆ Code Documentation Creation
- ◆ User Story Crafting
- ◆ Bug Identification & Resolution
- ◆ Complex Problem Solving

TECHNICAL SKILLS

- ◆ **Database:** MySQL, TypeORM, Sequelize, DynamoDB, MongoDB, Redis + ElastiCache, Cloudflare Key Value Store
- ◆ **Server-Side Programming:** Nodejs, Typescript, Express + NestJS, NPM / Yarn, Linux Administration, MERN Stack
- ◆ **Front-End Programming:** React + Next.js, Vue.js + Nuxt.js, SVG, Canvas API, Storybook
- ◆ **Infrastructure:** AWS App Development & Administration, Terraform, Cloudflare Workers
- ◆ **Project & Code Management Software:** Git / GitHub, Jira, Asana, Notion, Microsoft Office Suite (Excel, Word)
- ◆ **Automated Testing:** Jest, Playwright

PROJECTS

Logo Editor and Dashboard React Conversion | LOGO.com

Collaborated with dev team to convert the entire user-facing logo editor and dashboard client from Vue.js to React.

- > Re-built pages from the ground up for the logo editor, user billing management, premium file downloads, branding examples and subscription cancellation.

Vendor Api Cache | LOGO.com

Developed app caching services to optimize asset delivery and reduce usage of costly third-party services.

- > Reduced vendor costs by 75%.

Icon SVG Validator and Sanitizer | LOGO.com

Built microservice to automatically process large quantities of SVG icon files before they are used in the LOGO.com logo renderer.

- > Used SVG.js to automatically validate whether icon was suitable for use in LOGO.com logos.
- > Optimized and sanitized SVG files to reduce storage footprint and processing time when using icons in logo renderer.

PROFESSIONAL EXPERIENCE

LOGO.com | Vancouver, BC

2019-2024

Full Stack Software Developer, 2020-2024

Software Developer Intern, 2019-2020

Product owner for all LOGO related systems including the Logo Renderer codebase, back-end services for managing and delivering logos and logo components, user facing logo editor, administrative customer support tooling and AWS infrastructure managed by Terraform.

- > Spearheaded enhancements Logo Design Engine Typescript package, including a Templating System and Rendering Engine.
- > Authored and maintained back-end services, providing internal and external users with http endpoints to manage logos and components.
- > As an intern, handled various non-coding project duties such as creating API documentation and managing customer support requests.
- > Optimized Logo Design Engine for compatibility with browser and server environments, to generate identical logos on all platforms.
- ☑ Optimized Logo Design Engine for compatibility with browser and server environments to move the bulk of logo processing to client-side environments, shortening the loading time of logos from over 1000 to under 200 milliseconds
- ☑ Strategized and oversaw the refactorization of the logo icons to the industry standard SVG format, eliminating the error-prone process of converting icons into path notation while expanding the number of LOGO.com icons from hundreds to millions.
- ☑ Partnered with the Design team to enhance selection algorithm for fonts, palettes, colours, and logo templates, accentuating distinction between logos and improving LOGO.com's ability to cater to clients' needs, increasing satisfaction and user signups.

Systems Integrator Co-Op

Managed virtual environments for the team, administered Atlassian stack, built extensions for RBA systems using an array of RESTish APIs and scripting languages, and collaborated with Support and Operations team members to resolve incidents from users across the globe.

EDUCATION

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY (BCIT), 2017-2020

Procedural Programming in C ♦ Object Oriented Design in Java and C++ ♦ Oracle RDMS ♦ Microsoft SQL Server ♦ WRT

SIMON FRASER UNIVERSITY, 2013-2016

Python, C++ ♦ Object Oriented Paradigm ♦ OpenGL Graphics Programming ♦ Discrete Mathematics & Numerical Analysis