

# Connor Couetil

— Contact —  
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New York City

[couetil.com](http://couetil.com) ◦ [GitHub](#) ◦ [LinkedIn](#) ◦ résumé built using [Webpack](#), [SASS](#), & [Puppeteer](#)

*Full-stack software engineer. I love building, deploying, and maintaining web applications.*

## PROFESSIONAL EXPERIENCE

**Novi Connect** — San Francisco, CA —

April 2021 - August 2022

*Full-stack Software Engineer and front-end lead for sustainable product development startup (series-A).*

- Delivered projects on tight deadlines with ambiguous requirements by working closely with product, marketing, design, and fellow developers across multiple time zones, shipping a functional packaging and chemical marketplace, a coupon-based referral marketing program, a public chemical regulatory index, a paywall with subscription access flow, a new front-end prototype, and more.
- Re-architected inherited application delivering a simpler React app with fewer LOC and more features, deprecating GraphQL in favor of REST to help developer velocity when working with Ruby on Rails and React, achieving thoughtful UI/UX and faster static asset and AJAX calls.
- Managed architecture for all front-end assets, configuring AWS Cloudfront and S3 and writing GitHub Actions for smooth developer operations and reliable performance based on CI/CD practices.
- Mentored several junior developers, by pair programming, producing documentation, delivering tech talks on relevant topics, and defining and managing work tickets for software engineers.
- Set up front/back-end integrations with Auth0, Stripe, SendGrid, Webflow, Intercom, Zapier, etc.

**WGSN** — New York, NY —

January 2019 - November 2020

*Software Engineer on core services team for trend forecasting company (FTSE 250)*

- Addressed access issues for EDU & Enterprise during COVID by integrating Single Sign-On using AWS Cognito and Node.js Lambda Functions into existing PHP and MySQL user system. Collaborated with product & design and built a new React login page in Next.js. Personally onboarded 30+ organizations.
- Improved UX (+NPS) for core product by writing React web framework using Node.js, express, react-router, styled-components, webpack, and babel. Built and deployed with Jenkins and bash scripts, monitored by New Relic. Architected codebase and organized transition to Next.js.
- Front-end engineer on projects offering a responsive and beautiful reading experience, working from Figma designs implemented with a React design system with Theme UI, styled-system, rebass, and styled-components.
- Led workflow improvements increasing developer velocity, introducing ESLint to the codebase, writing unit tests for front/back-end code with Mocha & Jest, transitioning products to CI/CD pipelines, doing code reviews and giving tech talks about engineering, javascript, and testing.

**Cloud Software Consulting** — New York, NY —

February 2018 - Present

*Software Engineer Consultant helping clients manage software resources and improve cloud usage.*

- Created a transcription service for a podcast's episode archive, using AWS Lambda, S3, Transcribe, SNS.
- Updated document storage process for accounting firm, securing confidential documents in AWS S3, using CodeIgniter PHP framework, presigned AWS S3 URLs, and AWS SNS notifications.

**Enova International** — Chicago, IL —

May - August 2016

*Marketing Analytics Intern for global financial technology company offering online lending services*

- Built logistic regression, gradient boosted and random forest models in R and Python trained on data in a PostgreSQL database, running experiments for customer retention email campaigns.

**The Entrepreneur Authority/Veteran Franchise Centers** — Dallas, TX —

January - May 2016

*Intern for a leading franchise consulting firm focused on recruiting high potential individuals to start franchises.*

- Converted recruiting process from Excel sheets attached to emails into a Wordpress plugin. Decreased website load time by ~30% by adding CDN. Wrote web content (blogs, quizzes).

**Co-maintain [react-social-icons](#)**, an open source package on NPM with 10,000+ weekly downloads.

## HACKATHONS

**NASA Space Apps 2018/19**

*Babblenauts*

*(Winner "Most Inspirational")*

React ◦ Node ◦ OpenSpace

**New York SexTech 2018**

*Marco Finds Polo*

React ◦ Node ◦ Socket.io

AWS DynamoDB ◦ Digital Ocean

**AT&T Entertainment 2018**

*Ahhhhhhhh!*

Unity ◦ WebGL

Windows Speech Recognition

## EDUCATION

**Purdue University**, Computer Science 2012 - 2017