

Aron Eidelman

San Francisco, CA | 628.224.0712 | aron@eideldev.com

LinkedIn: [linkedin.com/in/aroneidelman](https://www.linkedin.com/in/aroneidelman)

GitHub: github.com/h3xar0n

Portfolio: www.eideldev.com

SKILLS

- **Development:** Expert with Vue.js, jQuery, JavaScript, HTML5, CSS3, SCSS, Firebase, Google Cloud; Proficient with React, Node, Python, SQL, AWS; Exposure to Angular, Ruby on Rails, C#, PHP
- **UX and Market Research:** Competitive Intelligence, Customer Validation Interviews, A/B Testing, Multivariate Testing, Contextual Inquiry, Storyboarding, Rapid Prototyping
- **Tools and Techniques:** Photoshop, Illustrator, Sketch, Balsamiq, GitHub, GitLab, Office, Drive, Unity, Jira, Wrike, Lean, Agile, Scrum, Waterfall, Defining KPIs

WORK EXPERIENCE

Apollo Creative Services | Product Management Consultant and Engineer | San Francisco, CA 5/17 - Present

- Reduced the time required to add new products to an e-commerce CMS by 50% and automatically standardized images for 3700+ variations, based on feedback from design team leads, which saved the team 308 hours in one quarter.
- Built Shopify theme with Liquid, Sass, and VueJS that increased conversions by 30% due to reduced loading times and 2-step checkout process. <https://genuine-people.com/>
- Designed and developed portfolio page with contact form for Hair and Makeup by Adelina using JavaScript, VueJS, HTML5, and CSS3, improving new lead generation by 500% and leading NBC News to hire the artist. <http://www.glambyadelina.com/>
- A/B tested and developed booking segment to Makeup and Hair by Adelina using JavaScript, VueJS and Firebase, and chat feature using Node and Socket.IO, which generate \$7000 monthly and automated 90% of all scheduling.
- Recorded videos on data structures and algorithms for BitTiger's 200,000 students worldwide.
- Worked with data statisticians and UI designer to create 12 interactive data visualizations with animated SVG charts of drug interactions in cancer therapy with 10,000 patients using JavaScript, VueJS, and D3.js, based on data in Jupyter.
- Redesigned mobile-friendly landing page for UCSF bioinformatics lab using VueJS, HTML, and CSS, and reduced page load time by 60%. <http://sirotalab.ucsf.edu/>

Codecademy | Pro Intensive Mentor | San Francisco, CA 2/18 - Present

- Advise 390+ students learning JavaScript (ES6), Node.js, Express, SQL, Python, Ruby, React, Angular 1.x, HTML, CSS, Sass, and responsive design by explaining concepts, review work, and debug errors
- Review 720 GitHub issues in 120+ final projects for API development with JavaScript (ES6), Node.js, Express and SQLite, Front-End development with JavaScript (ES6), HTML5, CSS3, and React, UI design with HTML5 and Sass using CSS grid, and Data Analysis with Python, NumPy, SciPy, SQL, and MATLAB, and TDD with Mocha and Chai
- Conduct 23 student post-course interviews to help guide product teams for future content.

Gameplan Jobs | Product Manager | Atlanta, GA 6/15 - 5/17

- Interpreted results of UX research with 10,000+ university students with Optimizely, Asana, and Typeform to guide feature design and validation, which led University to purchase company for \$200K.
- Managed development of Node.js-based product that combined multiple APIs with assessment partners, saving company over \$100K in costs to create internal solution from scratch.
- Designed and managed development of UI prototype for new user type using ReactJS, HTML, and Sass, saving company net \$3000 it would have cost to hire a freelancer at a more expensive rate.
- Created a short product video overview with the design team based on feedback from sales and investors, which helped improve lead conversion of university clients by 20%.
- Prioritized product backlog with JIRA as owner on SCRUM team, wrote 37 user stories and performed manual QA on a weekly basis with development teams around the world
- Interviewed 9 developers to build a strong distributed team; hired the top 2 candidates in Ukraine and India

- Wrote documentation for 64 JSON API requests and responses, used to guide and maintain development with 5 engineers on the initial team and all future developers with the new parent company

The Creative Group | Web Developer / Technical Writer / Product Consultant | SF, CA & Brooklyn, NY 6/12 - 6/15

- Built 560+ presentations working with team of over 300 engineers, designers, and executives to present to audiences of 10,000 developers for Apple's WWDC 2012, 2013, 2014 and 2017.
- Wrote 30 descriptions for products, solutions, and services involving Java, SQL, and Oracle DB, assisting European-based data-warehousing firm [Optima Soft](#) expand market reach by 400% in the US.
- Crafted 4 modular HTML email templates used for 60 emails, tested in 13 email clients, and sent to 7,000 users.

Mosaica Education | Curriculum Developer, Teacher | Atlanta, GA & Hyderabad, India 1/11 - 12/13

- Taught 300 adult ESL students from 40 countries who were preparing for the TOEFL exam or employment in the US
- Implemented content and presentation feedback from teachers for 200 courses, using HTML and inline styling to apply changes
- Redesigned 7 template types for quizzes and interactive lectures by altering HTML to meet WCAG standards for children with sensory and cognitive disabilities
- Developed online course for the new GRE General Test
- Taught grades 6-10 for a year at a school in Hyderabad to demonstrate new curriculum to parents
- Communicated with international companies and the American Chamber of Commerce to build each school's network for enrollment
- Developed startup plan for all international schools in Turkey, India, UAE, and China
- Travelled to the United Arab Emirates, China, and Vietnam to research markets for new American schools, and to develop marketing strategies
- Spoke at a conference in Chandigarh to discuss economic development and education in Northern India and Kashmir

See more at [linkedin.com/in/aroneidelman](https://www.linkedin.com/in/aroneidelman)

EDUCATION

BA in Philosophy, Oglethorpe University

December 2010