Brody Neumann

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Highly driven developer with a strong commitment to code quality, collaboration, continuous improvement, and overall team success

EXPERIENCE

HelloFresh — *Frontend Developer*

JAN 2023 - PRESENT

- Created multiple internal tools for stakeholders and developers, increasing development speed and testability of features across 7 brands

- Successfully implemented various A/B experiments across the website and app, which resulted in exceeding our AOV and AOR targets by 3X

- Optimized existing pages to eliminate loading unnecessary code and assets; resulting in a 10% faster loads

- Provided technical guidance for juniors and interns, including those in sister teams

- Acted as a point of contact for various international stakeholders to troubleshoot, triage, and prioritize defects and criticals

HelloFresh — *Junior Software Developer*

AUG 2021 - JAN 2023

- Increased average order value of new subscribers through A/B tests across multiple brands, resulting in $1,000,000+ in annual revenue

- Refactored code to be testable and flexible enough such that it can be used cross-brand, improving developer experience and development time

- Implemented passwordless login for 14 brands in the HelloFresh portfolio, significantly increasing

SKILLS

React

React Native

Javascript

Typescript

ES6+

NodeJS

Jest

React Testing Library

HTML5

CSS3

A/B Testing

Honeycomb

Sentry

Cypress

Go

SQL

conversion rates of deactivated subscribers

- Collaborated with stakeholders to localize and extend features across all local and international mealkit and ready-to-eat brands in the HelloFresh portfolio

HelloFresh — *TPM Intern*

JAN 2021 - AUG 2021

- Acted as the liaison between international stakeholders and the development team to align on total effort, timelines and blockers for new brand launches
- Built and maintained dynamic project roadmaps used by various stakeholders
- Integrated Jira workflows to existing development teams' boards

HelloFresh — *Data Intern*

JUL 2018 - AUG 2021

- Conducted weekly analysis on customer feedback of recipes, aggregating key areas of improvement for future iterations of a recipe
- Built and maintained a library of acceptable SKU ranges and defects utilized by stakeholders in operations, improving ingredient quality
- Created monthly reports on recipe performance with granular breakdowns of key recipe elements, such as cuisine, protein, and starch

EDUCATION

Seneca College, Toronto, ON — Diploma in *Computer Programming*

SEP 2020 - DEC 2021