

Alex Rosenkranz

alex.rosenkranz@gmail.com | 732.233.2750 | Ocean, NJ

[GitHub](#) | [LinkedIn](#) | alexrosenkranz.dev

Experienced full-stack developer, subject matter expert, and educator with a passion for learning and contributing to the field of web development.

TECHNICAL SKILLS

JavaScript, Node.js, React, GraphQL, Apollo, Gatsby, NextJS, Storybook, CSS, Sass, CSS-in-JS, Git, Express, MySQL, MongoDB, Firebase, Mongoose ODM, Sequelize ORM, P5.js, ThreeJS, CI/CD, and Testing

WORK EXPERIENCE

2U, Inc

June 2019 - Present

Curriculum Engineer - Full Stack Bootcamp and Advanced Front End Programs

- Currently leading the planning, R&D, and execution of six applications for an Advanced Front End course, specializing in NextJS, advanced CSS tools, UX/UI principles, testing, accessibility, and internationalization
- Plan, research and develop large and small applications for students to build through both instructor-led and self-led/asynchronous learning in a bootcamp environment
- Set learning objectives and create curriculum content to develop skills ranging from basic HTML to advanced MERN-stack applications based on stakeholder input and feedback
- Developed and maintain multiple cost-saving applications for content delivery and capturing engagement metrics, using the Jamstack and Gatsby
- Take part in enhancing company culture through mentoring and onboarding new team members, and engaging in DEI initiatives

Trilogy Education (New Brunswick, NJ)

June 2017 - May 2020

Full Stack Web Development Instructor

- Lead a class of 30 students learning web development from basic HTML and CSS to advanced MERN-stack technologies for both the part-time 24 week course and the full-time 12 week course
- Provide meaningful feedback and guidance to students looking to enter the field of web development
- Pilot new initiatives and build content to support students in shifting their careers into a developer role
- 2020 Instructor Excellence Award Nominee with a 90+ Net Promoter Score

Media Cutlet (Red Bank, NJ) 2019

Full Stack Developer - Contract

- Worked with the company design team to develop digital art installations using JavaScript, React ThreeJS, Node.js, Express, MongoDB, and Socket.io
- Built installation for a daylong conference at Rutgers University that utilizes your mobile phone for sending messages to a browser-based view being displayed on a giant marquee using projection mapping
- Built installation for the lobby of a hotel where guests can interact with what's happening on a display through tagged Twitter and Instagram posts

Poor Cat Designs (Red Bank, NJ) 2016

WordPress Development and E-Commerce Solutions - Contract

- Online store for a retail jewelry company using WordPress and WooCommerce
- Manage all site content and ensuring that online orders are processed through Authorize.net or PayPal payment gateways
- Design marketing collateral (Postcards, Advertisements, Snapchat Filters, and Business Cards)
- <https://poorcatdesigns.com>

Netwave Interactive (Point Pleasant, NJ) 2014-2015

WordPress Development and E-Commerce Solutions

- Worked with a team to deliver well-designed and easy-to-maintain Wordpress applications for the client to manage themselves upon completion
- Built e-commerce solutions with WordPress and WooCommerce to meet clients' needs and help drive sales through custom product variations, automated shipping calculations based on purchase, and dynamic coupon systems

Group C Media (Tinton Falls, NJ) 2012-2014

WordPress Development and Digital B2B Advertising

- Designed, maintained, and developed two large B2B publications' sites to ensure an enhanced user experience and drive traffic through SEO tooling and Google Analytics reporting
- Built solutions to provide advertisers with custom content-sponsored advertising opportunities
- Managed digital ad placement, serving, and performance analytics

Knockout (Asbury Park, NJ) 2008-2011

Web Developer, Branding, and Graphic Design

EDUCATION

Rutgers University - 2009

- B.A. Information Technology & Informatics