

# KATHLEEN FRENCH, M.F.A.

## SOFTWARE ENGINEER & WRITER

### CORE COMPETENCIES

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- Languages:** Javascript • PHP • Golang • NodeJS • EmberJS • PSQL • MySQL • React • Ruby on Rails
- Technologies:** Docker • Kubernetes • Helm • AWS • GCP • Heroku • CircleCI • Jira • Github • Webpack • Gulp • NGINX • Datadog • Prometheus
- Skills:** Continuous Integration • Test Driven Development • Object Oriented Programming • Agile and SCRUM Methodologies • Sprint Planning • Web Responsive Design • Systems Architecture • IAB Digital Video Standards • Ad Exchanges • Writing (Fiction, Analytical, Technical Documentation) • Editing • Database Performance Optimization

### EXPERIENCE

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#### **Bounce Exchange, New York, NY | Software Engineer, (Core-Services Team & DevOps Liaison) 2017–Present**

- Built an in-house, IAB compliant VAST/VPAID video player for the ads product increasing impressions, performance, and eliminating monthly licensing costs to a third-party player provider.
- Built a Go service API for onsite retargeting of users by identifying previously visited products then returning a range of items based on criteria set in a campaign (minimum, maximum number of products; sorted by recently viewed or frequency of viewing). Deployed using Docker, Kubernetes, and Helm on GCP, integrated with CircleCI.
- Moved all client-side JS for the onsite tag from the legacy API codebase to its own codebase, significantly increasing rate and ease of deployments via CircleCI. Integrated with local development environments requiring local-specific Dockerfile and custom configuration of the webpack-dev-server to function with our containerized services on an NGINX reverse proxy.
- Added caching in our PHP API to CSS properties used in onsite campaigns that were regularly making expensive queries to the database, cutting database calls-per-minute from 60,000 to 25,000.

#### **Ephelants, New York, NY | Software Engineer 2017**

- Designed and built the functional framework of an early-stage, scalable media distribution, networking, and investment platform in Ruby on Rails for a film production company.
- Coded end-to-end user, investor, and networking functionality with authentication, peer-to-peer 'following', subscription access capabilities, and proposal submission to later be integrated with AI selection algorithms.

#### **Narrative Capital Partners, New York, NY | Creative Executive 2015 – 2016**

- Wrote and prepared polished white papers and business proposals for multi-million dollar debt deals used to finance the production of feature films and provide significant ROI for investors.
- Identified IP for the acquisition of story rights
- Monetized and managed hundreds of domains, designed and managed the company website

#### **New York University, New York, NY | Adjunct Professor 2015**

- Facilitated Introduction to Creative Writing: Fiction & Poetry course for 14 undergraduate students.
- Designed course syllabus, lecture plans, and grading structure. Led weekly workshops to evaluate and improve student pieces.

### AWARDS

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#### **The Social Good Hackathon at Lesbians Who Tech 2017**

*Awarded 2<sup>nd</sup> Place for SHELTR, a mobile app concept; judged by Uber*

### EDUCATION

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#### **The Firehose Project, Graduate | Software Engineering Program 2017**

#### **New York University, MFA | Fiction 2015**

*Cumulative GPA: 4.0/4.0*

#### **Harvard University, BA | English 2013**

*Magna cum Laude | Awarded The Cyrilly Abel Prize in Fiction | Awarded The Edward Eager Grant*