BRUCE REBELLO

Software Engineer

SUMMARY

Creative, detail-oriented, software engineer with a deep interest in building things that have a positive impact on the world. Proven track record of creating and implementing successful front and back-end applications. Looking to bring my skills to a tech company with global reach.

WORK EXPERIENCE

Software Engineer at Blue Innovations Group | Pinellas Park, Florida

January 2023 — Present

- Spearheaded the development of user interface components for the R-30 fully electric boat's infotainment system using Solid.js, ensuring a responsive and intuitive user experience.
- Played a key role in back-end development, utilizing Go to create robust and efficient API's, contributing significantly to the overall performance and scalability of the infotainment system.
- Enhanced system functionality through proficient use of Bash scripting in a Linux environment and leveraging the Electron framework to build a seamless application shell.
- Fully owned the development of the music feature, integrating the media-API and UI elements to allow seamless switching between bluetooth mobile devices and the boat's built-in audio system.
- Developed custom scripts interfacing with Playerctl and Bluetoothctl to enable music playback, encompassing server, OS, and UI code enhancements.
- Helped with the design of critical UI components, including the instrument cluster, user settings and music controls, focusing on usability and aesthetic appeal to enhance user interaction
- Assisted in engineering a sophisticated log tracking system to convert CANN logs into sensor values, facilitating detailed analysis of boat performance during test runs.
- Contributed to the development of the map/navigation and outlet components, including API integration, enhancing the functionality and user experience of the navigation system.
- Assisted in building the company's website careers page and integrating payment processing for R-30 reservations using Stripe, PostgreSQL, Angular, and Go

Software Engineer at 100devs | Los Angeles, California

February 2022 — December 2022

- Actively collaborated with a team of developers to build modern, responsive full-stack web applications, adhering to industry best practices.
- Specialized in constructing semantically structured web applications, ensuring accessibility and SEO-friendly architecture.
- Proficient in applying agile methodologies, particularly SCRUM, to manage and streamline project workflows effectively.

  Projects
- **All My Life She Sacrificed** A platform dedicated to sharing stories about mothers. Key features included user authentication, post creation and commenting, advanced image processing, and e-commerce functionality for purchasing celebration packages.
- **Estimate Body Fat** An application to calculate body fat percentage using multiple techniques, including AI for automated image analysis.
- **Prime 59 (Game)** Engineered an interactive game using advanced JavaScript, demonstrating proficiency in game development.
- **Music Avatars (NFT Project)** Contributed to a unique NFT project, blending music themes with digital art.

Founder, Developer & Growth Hacker at I Lov Guitar's Inc. | Toronto, Ontario

January 2012 — Present

- Led the full lifecycle of diverse web and mobile applications, including Jersey Shore Nickname Generator, I Love Guitars, and Susan's Corner, overseeing development, launch, and marketing efforts.
- Managed successful projects like Get Bruce Home, Abandon Ship, 100 Cows, and Rock Emojis, focusing on innovative e-commerce solutions and user engagement.
- Significantly increased www.MyDogTag.com's daily conversions from 2% to over 5% within four months through targeted advertising and marketing strategies.
- Employed rigorous A/B testing and attribution modeling to optimize key acquisition channels, enhancing the customer journey from discovery to purchase.

CONTACT

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GITHUB
WEBSITE
LINKEDIN
TWITTER

SKILLS

Solid.js
Angular
React
EJS
Go (Golang)
Python
Bash Scripting
Typescript
JavaScript
Linux
Node
MongoDB
PostgreSQL
OOP
Stripe
New Relic
Azure
AWS
HTML
CSS
Tailwind CSS
Bootstrap
Daisy UI

EDUCATION

RYERSON UNIVERSITY
2008 - 2013
Major: Industrial Engineering, B. Eng.

MCMASTER UNIVERSITY
2016
Associate Certificate – Project Management