Adria Mooney

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PROFESSIONAL SUMMARY

Accomplished Full Stack Developer with over 13 years of experience in designing and implementing scalable web applications. Proven track record in leading the development of innovative SaaS platforms and optimizing existing systems, demonstrating exceptional ownership and communication skills. Adept at delivering efficient software solutions across diverse industries, ensuring high-quality code is shipped rapidly. Committed to creating user-friendly tools that enhance productivity through collaboration and precision.

TECHNICAL SKILLS

- JavaScript (ES6+)
- React, Next.js
- Python / Flask / Django
- Node.js, Express
- HTML
- CSS, CSS Preprocessors
- MongoDB, PostgreSQL, MySQL
- REST APIs
- Git, build tools
- WordPress
- Figma, Adobe suite, Canva
- Responsive Design
- UI/UX Best Practices
- Bootstrap, Material UI, Tailwind
- Agile/Scrum/Kanban
- Vercel, Heroku, Netlify

EXPERIENCE

Co-Founder, Operator | Flowers and Herb Markets | 05/21 - 10/24

- Designed and launched an innovative retail experience integrating technology, ecommerce, and digital marketing.
- Conducted customer research to inform pricing strategies and product offerings.
- Developed and executed digital marketing campaigns, including email, social media, and in-store messaging.
- Managed store technology, ecommerce, and inventory systems to optimize operations.

Lead Full-stack Developer | xmata.io | 06/20 - 05/21

- Collaborated with data scientists to develop a SaaS platform for sentiment analysis visualizations.
- Designed and implemented core product features using Python Flask, Plotly, Stripe API, GCP, and Javascript.
- Conducted user research and iterated on features based on customer feedback to improve engagement and retention.
- Developed a JAMstack implementation for the customer-facing website, optimizing user experience and performance.

Freelance Full-stack Developer | TBD Labs | 08/14 - 05/20

- Developed and maintained SaaS applications, focusing on automation and process efficiency.
- Designed and implemented customer-facing platforms, including ecommerce and marketing integrations.
- Created and optimized email marketing solutions for brands, enhancing personalization and engagement.

Lead Front-end Developer | Vidcaster | 12/11 - 08/14

- Developed front-end features for a video content management system, enhancing customer experience.
- Led the implementation of new features, ensuring alignment with business goals and customer needs.
- Advocated for UX improvements and optimized performance for high-traffic video platforms.

Senior Front-end Developer | Credit.com | 12/10 - 10/11

- Developed customized WordPress CMS for content marketing and data-driven tools.
- Implemented mobile-first designs, enhancing customer engagement and retention.
- Built and optimized customer-facing financial tools, improving user experience and conversion rates.

PROJECTS

- [**NFT Internship**](#) | **2025**
  - Developed responsive React.js components for NFT platform using Firebase Auth and database, integrated RESTful APIs
- [**Books E-Commerce**](#) | **2025**
  - Developed responsive React.js components for book browsing e-commerce website. Implemented frontend of shopping cart feature and RESTful API
- **CocktailFinder | 2025**
  - Fetches open API to browse and save favorite cocktail recipes.
  - [Javascript version](#) and [React version](#)
- **LaunchTaffy | 2014-2015**
  - Designed and developed Meteor.js app for sales people to match with startups
  - Selected as finalist of NDRC LaunchPad Incubator, Dublin Ireland

EDUCATION

Certificate, Frontend Simplified | Completion with Exceptional Performance | 2025
Master of Arts, Public Policy (Honors with Distinction) | Northern Arizona University | 2006
Bachelor of Arts, German, Linguistics, & Comparative Literature | Trinity University | 2003