

# David Serber

## Web & Mobile Developer

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### About Me

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#### David Serber

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Eight years ago I left my job building financial plans to build a startup as a non-technical founder. Even though the startup didn't work out, through the process I discovered a love for software programming.

Now, after teaching myself to code and publishing the mobile app **Tag Groceries** in iOS & Google Play app stores, several big projects under my belt, freelance experience, and having completed rigorous online computer programming courses for Flutter, Javascript, Typescript, and React (Next.js), I'm making the full time switch to web and mobile development.

I'm currently looking for a role on a small team, preferably with a startup, where I can make an impact quickly.

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### Skills & Technologies

- CSS, HTML, Javascript w/Typescript
  - React (Next.js), Tailwind, Framer Motion
  - Flutter (mobile), Flutter (web)
  - NoSQL, Prisma, Firebase
  - Git, GitHub, Trello, Shortcut, Jira
  - Fluent Spanish & bicultural (Mexico)
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### Portfolio Projects

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#### Tag Groceries (Mobile App)

A flexible grocery list app with list sharing, filtering, photo uploads, in-app notifications, app subscription payment processing, and premium vs freemium tiers. Built with Flutter & Firebase. Published in iOS & Google Play app stores with 80+ signups.

#### Size Match (Web App)

A marketplace for buyers and sellers of custom made clothing that uses an algorithm that takes 3-4 key body measurements and matches to a database of measured clothing. Built at first with Flutter Web, and currently moving to Javascript, Next.js, and Tailwind.

#### davidwserber.com (Website)

A website to showcase my experience with the latest frontend technologies. Built with React & Next.js (App Router & Server Actions), TypeScript, Tailwind CSS, Framer Motion, and hosted on Vercel.

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## Work Experience

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### The Dallas Brass / IT Consultant

MARCH 2024 - PRESENT, MINNEAPOLIS, MN/REMOTE

- Created a new method to identify thousands of new prospects 10x faster resulting in thousands of dollars in won sales.
- Built a custom CRM solution using Notion (software) to handle increased new prospect pipeline sales cycle.

### Size Match, LLC / Web Developer

JULY 2022 - PRESENT, MINNEAPOLIS, MN/REMOTE

- Created an algorithm that uses 3-4 key body measurements to determine likelihood of correct fit to a database of measured clothing.
- Built a newsletter landing page using React, Typescript, and Tailwind that registers an email address in a CRM via api secured by Oauth 2.0.
- Built an eCommerce marketplace UI for buyers and sellers of clothing using Flutter Web.

### Tag Groceries Mobile App / Web & Mobile Developer

JULY 2020 -PRESENT, MINNEAPOLIS, MN/REMOTE

- Built a mobile UI using Flutter.
- Led product sprints and developed features such as photo uploads, filtering, shared lists, mobile notifications, and free vs premium tiers.
- Published on iOS & Google Play app stores.

### Margin, LLC / Founder

OCTOBER 2015 -JANUARY 2020, MINNEAPOLIS, MN/REMOTE

- Built MVP using low-code software tools (Bubble.io).

### Ameriprise Financial Services, LLC / Assistant Financial Planner

JUNE 2016 -DECEMBER 2018, MINNEAPOLIS, MN

- Created complex financial plans that included investment analysis, tax planning strategies, insurance considerations, cash flow analysis, and estate planning using proprietary financial planning software.

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## Education

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### University of Missouri / Bachelors of Journalism

SEPTEMBER 2001 - JUNE 2005, COLUMBIA, MO

I graduated with a Bachelors of Journalism degree with an emphasis in Photojournalism and Spanish.

### Universidad Autónoma de Guadalajara

SEPTEMBER 2004 - MAY 2004, GUADALAJARA, JALISCO, MEXICO

I studied abroad in Mexico my junior year of college to learn Spanish.