

John Blood Hinkel, III

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Summary of Qualifications

UI/UX Developer with experience creating functional, high-fidelity prototypes and production-ready web applications. Database Architect specializing in developing large-scale custom data management systems, database-building algorithms, and methods for visualizing and accessing databases. Experience with aggregating and visualizing social media key performance indicators (KPIs) to help brands understand content effectiveness and return on investment of their media buying strategies. Bilingual proficiency in Spanish (reading, writing, translating, and speaking), facilitating understanding of social media trends and content awareness.

Core Competencies

Languages: Java, PHP, HTML, CSS, Javascript, JQuery	AMP (Apache, MySQL, PHP) Server Configuration
Relational Database Architecture	Web Application Development
Microsoft SQL and MySQL	Facebook Media Buying/Content Management
Linux Bash Scripting and Terminal	Bilingual Proficiency in Spanish
Linux Server Creation and Administration	Spanish Translation

Education

GEORGIA INSTITUTE OF TECHNOLOGY, Atlanta, GA – Class of 2016

Masters of Science Degree in Human-Computer Interaction (Interactive Computing Track)

GPA: 3.69

Prototyping Instructor in the Invention Studio (A student-run workshop for 3D printing, laser cutting, etc.)

3D Print Master in the Invention Studio (Duties: Maintaining fifty 3D printers, budgeting, and training two apprentices).

UNIVERSITY OF ROCHESTER, Rochester, NY – Class of 2014

Bachelor of Science Degree in Computer Science (Hajim School of Engineering and Applied Sciences)

Bachelor of Arts Degree in Spanish (School of Arts & Sciences: Dept. of Modern Languages and Cultures)

GPA: 3.38

Academic Course Cluster in Personality Psychology

Internships in Europe Program – Studied abroad in Madrid, Spain (January 2013 – May 2013)

Workshop leader for The Science of Data Structures course

Volunteer Tutor for the Computer Science Undergraduate Council (CSUG)

Professional Experience

Coca-Cola Corporation, Global Business Services, Atlanta GA – UX Specialist

May 2015-present

Specializing in Big Data analysis, interface programming, and internal application development for the HUB (the social media center at Coca-Cola). Currently managing server architecture and aggregating data for analysis. Also implementing new functionality for tools supporting HUB operations, social listening, and insight gathering.

Special projects included managing data migration of Coca-Cola's digital holdings (websites, mobile apps, etc.) to a new data warehousing system and architecting the product locator database for surge.com. Created a unique algorithm that combines Facebook owned and paid data into a database that allows analysts to better determine content effectiveness for the amount of money spent promoting a Facebook post over a given time period. (Facebook representatives insisted that combining these two types of data was impossible.)

Provided support to the Freestyle team, including extracting data from different APIs, aggregating the data for consumption, and creating documentation and wireframes that allow developers to more easily modify back-end elements of the Freestyle data ecosystem for data integrity testing.

EMC Corporation, Manufacturing Facility, Franklin MA – Intern

Summer 2011-2014

Programmer in the Global Product Operations Business Intelligence Team (formerly the Applications Department)

Developed web applications using asp.net. Employees used these web applications to track assembly progress, inventory status, and other internal affairs for manufacturing and testing of data storage servers made by EMC.

Developed and implemented an issue tracking database and interface system for the Failure Analysis Department using asp.net. The system was specifically used for tracking process-based issues that affect efficiency of product testing and delivery.

Collaborated with managers in Cork, Ireland, Apex, NC, and Franklin, MA to design interfaces and develop back-end system functionality.

Lextrend Company, Madrid, Spain – Study abroad internship

January 2013-May 2013

Managed English-speaking business transactions. English Language Liaison. Translated business partnership contracts, websites, advertising banners, and promotional materials from Spanish to English.

Performed interface usability evaluations for Bizzcall, Lextrend's flagship system that manages business cellular phone activity. Evaluated the design of Bizzcall's mobile application and promotional website for use in the North American market.

Participated in the 2013 Mobile World Congress in Barcelona, presenting product demonstrations and information sessions to potential clients, as well as securing business opportunities for Bizzcall.

Other Relevant Experience

Hyrel 3D, 3D printer manufacturing, Norcross, GA – Media Buyer and Content Advisor

Summer 2016-present

Advising on Facebook marketing decisions, including advertisement purchasing, advertisement audience targeting, and analysis of Facebook post content based on the results of previous and current advertisements.

To further promote Hyrel's printers, I manage The Mad Printer, my own personal blog and brand (www.madprinter.org). The Mad Printer also has a social media presence on Facebook, where I buy ads to further promote blog posts.

University of Rochester – Senior Independent Study Research Project

Research Advisor – Professor Henry Kautz (Chair – Computer Science Department)

Created a cloud-based server with HTTP access to a CouchDB database system to store Twitter communications (Tweets) downloaded from a data service. Designed, programmed, and implemented a visual interface (Java application) that allowed Professor Kautz and his research staff to view Tweet content and location from a database on a dynamic map image.

Honors and Awards

Awarded two U.S. Patents for a Head-Guided Wheelchair Control System