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STRENGTHS

- Solution-oriented
- Team-player
- Take Initiative
- Eager to learn
- Structured
- Attention to detail

COMPUTER SKILLS

Web Development

- JavaScript
- TypeScript
- React.js
- Redux
- Next.js
- React Native
- Node.js
- Vue.js
- HTML
- CSS
- LESS, SCSS, CSS Modules
- Python
- RESTful APIs
- SQL, PostgreSQL
- Pagespeed Optimization
- SEO
- Umbraco
- Contentful
- Wordpress
- WooCommerce
- Dokan
- Figma

Data analytics / Bug Tracking

- Google Analytics
- Bugsnag
- Google TagManager
- Semrush
- Google DataStudio
- Alchemer
- Usability Hub
- Hotjar

LANGUAGES

Fluent: Icelandic and English
Basic: Danish and Norwegian

REFERENCES

Davíð Gunnarsson
CEO of Dohop
+354 869 3694

Martin Wülser
Business Excellence Manager at Umbraco
+45 27 59 14 26

SIGRÚN DÍS HAUKSDÓTTIR

SOFTWARE ENGINEER

PROFILE

I am an ambitious **software engineer** focusing on web applications, where my strengths lie in **web** programming, **UI/UX** optimization and **analytics**. Additionally, I just finished my master's degree in PDI Engineering, which enabled me to improve my **product development, management, and innovation skills**. I am a **social** person and have a variety of experience in group work of all kinds, both as a leader and member. In me, you will find someone who thinks it is crucial to create a **positive atmosphere** along with the group of people I work with, who wants to know how the projects I work on relate to the **organization's vision and goals** and has the passion for chasing **big ideas until they become a reality**.

WORK EXPERIENCE

- 2022 - present **CTO, Visteyri**
- I am working with two hard-working entrepreneurs to launch an online marketplace in Iceland, enabling Icelandic consumers to contribute to a more eco-friendly lifestyle.
 - As a CTO, I have primary responsibility for the technical aspects of the company, such as the infrastructure, codebase, hosting, security, UI and UX design, implementing development tasks and being a project manager for outsourced projects.
- 2021 - 2023 **Web Developer, Umbraco**
- Besides my studies, I worked as the leading front-end developer and a UX manager of the marketing team.
 - Working closely with backend developers, SEO managers, marketers and content creators.
- 2017 - 2021 **Software Developer, Dohop**
- Building flight search engines that connect itineraries and allows customers to book them in one place easily.
 - Implementing web applications and internal systems from concept through deployment, where my focus lied in front-end development and UI/UX experiment.
 - Visualizing how new features and changes affect the products using user- and bug tracking, data analytics and reporting.
 - Having a significant impact on deciding OKRs for each upcoming quarter, sprint planning- and retrospective.

EDUCATION

- 2020 - 2023 **MSc degree in PDI Engineering (Product Development and Innovation)**
SDU - University of Southern Denmark
For my final project, I did a data-driven segmentation analysis for Travel Connect, which operates various OTAs, with Davide Giacalone as a supervisor. The main objective of the thesis was to empower data-driven decision-making across teams for competitive advantage.
- 2016 - 2018 **BSc degree in Software Engineering**
University of Iceland
For my final project I implemented a native social app with the purpose to encourage people to spend more time together, with Ólafur Sverrir Kjartansson as a supervisor.
- 2015 - 2016 **BSc Program in Computer Engineering**
NTNU - Norwegian University of Science and Technology
IT responsible student council board member
- 2011 - 2015 **Matriculation, physics track (May 2015)**
Commercial College of Iceland, Reykjavík, Iceland
President of the student union, NFVÍ