

# AMBER ZIMMERMAN

## Wix FULL STACK COVER LETTER

I'm writing to apply for the Full Stack position within your company. Although I am just beginning my coding career, I'm confident that my passion for user friendly design and my 10 years of working within art/retail/customer service environments makes me an ideal candidate.

While many of my jobs have been customer service and management in artistic environments, I've always loved technology and efficiency. In my most recent role, I was able to convince a small mom and pop store of 30 years, who hadn't changed their POS in a decade, to transitioning over to Lightspeed POS.

I negotiated this change by leveraging the experience I had working within two other similarly sized retail stores in the same environment and what I had seen in their sale systems. I further researched the point of sale systems that other small businesses in our area were using, looked into costs, and determined the technology needed in order to decide on what would be best. I took full responsibility with transferring over the information from our previous system and educating the team. I was consistently referred to as the IT person within our store, not only because often was able to find a solution, but because I always kept a cool head under pressure as customers would get frustrated waiting for systems to regain function.

When it came to producing purchase orders, I would query sale/inventory information from the database to formulate a decision that best met the stores inventory needs. The store was locally owned, however, it consistently generated around 1.2 million in annual sales, something I was contributing to daily.

During my many years working with retail POS systems, I constantly found myself saying, "do the people who design these understand what our store needs? Have they ever been on the other side?". Fast forward to now, where I can better understand all of the work that goes into developing new technology whether that be creating a seamless front end experience, or CRUD operations. Things that appear like small changes really aren't that small when it comes to a database. I'm excited to start a career where I can take my front end user experience, and apply it to the UX /UI designs I create.

As with any small business, I used the phrase "wearing many hats" embarrassingly often. However this allowed me to work on many things whether it be the occasional photograph for social media or creating marketing materials for events. I also contributed to their successful ecommerce webstore. that I would navigate consistently in order to answer customer service calls or ux/ui issues. Being a trusted long term employee allowed me to gain experience in many areas of the business.

My retail experience, ability to negotiate and implement change, and my love for design aligns well with the full stack developer that Wix is looking for. While I am most passionate about design, I also love the other kind of problem solving that comes with backend and databases. My full stack web education will allow me to connect the dots between what the user experiences and what the database provides. I hope that you will give me the opportunity to share with you more about my experiences.

Thank you,  
Amber Zimmerman

# AMBER ZIMMERMAN

## UX/UI DEVELOPER

UX/UI developer with an unquenchable curiosity. Passionate about executing a smooth user experience while avoiding layouts that appear boring or conventional. Years of combined experience working within fashion and art retail environments give me an edge on the customer experience and design trends.



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View my portfolio and projects here: <https://amberzimmerman.github.io/portfolio/>

## SKILLS & EXPERTISE

### Front-End Code

HTML/CSS / CSS-in-JS /  
JavaScript / Node.JS tooling /  
React / MVC - Handlebars /  
Bootstrap / Materialize /  
PWA / Webpack / Workbox

### Back-End Code

Javascript / jQuery / NodeJS /  
MySQL / sequelize / JSON / OOP /  
CRUD / RESTful web services /  
Express / MongoDB / Mongoose /  
MERN stack/ GraphQL / APIs /

### Software & Other Tools

Adobe CC / Google Suite /  
Miro / Kanban / Heroku  
Insomnia / Postman /  
Mongo DB Compass /  
Lighthouse / Apollo

## EDUCATION

2022

### Technical Certificate

Full Stack Web Developer Boot Camp  
University of Denver

2014

### Bachelor of Arts

Visual Arts and Emerging Media Management  
University of Central Florida

## SOFT SKILLS

Flexibility / Team First Mindset /  
Attention to detail / Quality control /  
Consumer Psychology / Innovation /  
Time Management / Organization  
Strong communication skills /  
Ability to target specific client needs

## MOST RECENT PROJECT

### CLOSE ENCOUNTERS

#### University of Denver Full Stack Coding Bootcamp |

Technologies primarily used by me: HTML/CSS expert, React, & JS6 assist

Deployed at: <https://closer-encounters.herokuapp.com/>

An application designed to help users track their paranormal encounters and corroborate them with other users. The word encounters in this app primarily includes paranormal, cryptozoological, and extraterrestrial.

Anyone viewing the site can visit the map to see various types of encounters. Other areas require JWT access. Once logged in, users who have experienced an encounter can go to the form page and enter in the date, location, type of encounter, symptoms of encounter, and a description. Once submitted, the data is stored in mongoDB, queried with GraphQL, and rendered on the front end as an icon on the map or a card in a feed. Users can also submit encounters by clicking a point on the map.

## **EXPERIENCE HIGHLIGHTS**

### **JUN 2018 - PRESENT**

#### **Assistant Manager @ Two Hands Paperie** [Boulder, CO](#)

- Spearheaded the stores implementation to a new POS system, Lightspeed, by being the main contact for demos, solving IT issues, and subsequently writing the user manual for staff training.
- Customized the POS with special functions for our specific store, and importing/converting existing inventory data thus resulting in a fully functional B2C sales experience within a matter of weeks.
- Queried inventory / sales reports from the POS database to target appropriate unit amounts, analyze trends, and subsequently avoid unnecessary overhead before creating purchase orders.
- Organized purchase orders for 10+ vendors quarterly and assisted with over 100+ vendors
- Assisted with ecommerce store by providing phone support to customers, testing out the UI/UX experience, assembling items to be shipped, updating product inventory, and follow up,
- Lead merchandising changes, including copy writing and designing digital, web, and store promotional materials, for seasonal changes / events.
- Orchestrated a store sales event for instore and online. Highlights include new product research, ordering product, directing the production of marketing materials and educating staff. The outcome was a 100% revenue increase for both web and store sales during the event day.
- Implemented new training strategy that focused on employee education and wellness which resulted in increased employee retention and employees confidence to make higher revenue sales over time.
- Communicated effectively to maintain store relationships whether it be large vendors, sales reps, small local vendors, teachers for store held classes, online customers and in store customers.

### **MAR 2018 - APR 2019**

#### **Key Holder @ Bliss** [Boulder, CO](#)

- Demonstrated an ability to input data according to the stores standards when entering in new vendors or new products into the POS system. Organized data entry in POS using matrix's when appropriate.
- Merchandised store product and created fresh seasonal table displays that delighted customers and resulted in higher sales. Designed and installed inventive paper sculptures for display in front large storefront windows which drove attention to the store and increased foot traffic.

### **JAN 2017 - SEP 2017**

#### **Buyer @ Buffalo Exchange** [Boulder, CO](#)

- Appraised used clothing on the spot utilizing a learned understanding of fashion construction, trends, brands etc. over multiple decades. Proper pricing ensured that both seller and the store achieved the highest profit possible maintaining the symbiotic relationship.
- Generated renewed customer interest in the jewelry case by exceptionally merchandising product on shelves in the case. Weekly sales reports, that ordered store categories by number of units sold, showed the jewelry category moving from 15th on a list to 8th.

### **SEP 2014 - DEC 2016**

#### **Production Shift Lead @ Rifle Paper Co.** [Winter Park, FL](#)

- For Production: Worked efficiently during timed intervals to build/assemble notebooks, planners, and numerous other stationary products for sale. Was ranked the 2nd fastest, in a list of at least 100 that ranked employee assembly speeds.
- As shift lead, I ensured a staff of at least 100 other workers stayed on pace while checked their product for quality control and matching inventory requirements for incoming purchase orders.