Ashley Canty

Lansdale, PA • ajcanty.dev@gmail.com • linkedin.com/in/ashleyjcanty • github.com/AshleyCanty

Web Content Editor

Versatile Web Content Editor with a solid background in iOS App Development, combining technical expertise with creative content management. Skilled in curating, editing, and optimizing web content to align with brand goals and boost user engagement. With a sharp eye for detail and a results-driven approach, I consistently deliver high-quality content that meets stakeholder needs and drives project success.

SKILLS

Content Editing | HTML | CSS | JavaScript | Shopify | Wordpress | Figma | AdobeXD | Swift | UIKit | SwiftUI | GIT | Jenkins | Gerrit | Github

WORK EXPERIENCE

The Meet Group   Sep 2019 - Mar 2023
iOS Engineer   New Hope, PA (Hybrid)

- Worked in an Agile collaborative environment, participating in sprint planning, sprint retrospective, scrums, and coordinated paired programming sessions with teammates from different time zones.
- Regularly communicated status and provided timely escalation of issues to ensure project objects were met.
- Developed and maintained iOS applications, ensuring code quality and timely delivery of features.
- Created Unit Testing with the XCTest framework to ensure the code reliability and performance.
- Integrated Apple's App Attest and DeviceCheck, improving app security and integrity. Provided technical documentation/flow diagrams for comprehension and ease of maintenance.
- Engineered custom UISegmentedControl component that listens to host app configs.

PROJECTS

Daily Harvest (Shopify) - https://bit.ly/3AFtaiS

- Curated and optimized product descriptions and category content.
- Implemented intuitive content organization through strategic filtering and sorting features.
- Added custom liquid code to implement a secondary navigation menu for all category types.
- Ensured consistency in tone and style across all product details, aligning with brand guidelines.

Clearview Group (Wordpress) - https://bit.ly/3AwqMei

- Developed and structured content for a responsive Wordpress site, focusing on clear information hierarchy.
- Edited and refined copy to ensure clarity, conciseness, and brand consistency across all pages.
- Optimized content for cross-browser compatibility, enhancing readability and user experience.
- Utilized Wordpress CMS and Bricks Page Builder to efficiently manage and update site content.

Grain (Landing Page) - https://bit.ly/4fShcCQ

- Built a responsive landing page based on the Grain website, utilizing HTML and CSS to craft a visually appealing and adaptable layout that performs flawlessly on any device.

EDUCATION

Bachelor's Degree in Computer Science   Sep 2012 - Jan 2018
Rutgers University-Newark   Newark, NJ