



# Audrey Downey

## Full-stack Developer & Web Designer

### about me

I'm a full-stack developer with a UI/UX design background based in Helsinki, Finland. I have 12 years of experience in running my own freelance businesses.

I am passionate about building and designing beautiful website & web applications that allow the world access to more creative tools & ideas.

## Contact

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## Education

### University of Helsinki

Web development open course certificates (2023-now)

### University of Laval

Computer Science Studies (2016-17)

### University of Montreal

Bachelor's in Music (2012-16)

## Technologies

- HTML, CSS
- Javascript/Typescript
- ReactJS / NextJS
- Tailwind
- REST API, GraphQL
- Git (Version Control, CI/CD)
- NodeJS, Express
- MongoDB

## Other Skills

- Figma
- Music Theory
- English (native/fluent)
- French (native/fluent)
- Finnish (Intermediate - B2)

## Projects & Experience

### what I've worked on

#### Mies Ja Lintu: Visual Identity, UI/UX & Development

Project: <https://www.oodri.dev/projects/trustme>

I conducted a brand strategy & developed a custom marketing website that successfully matched the client's vision for their business.

#### MovEd: Marketing Website

Live site & Project: <https://www.oodri.dev/portfolio/moved>

Moved is a Finnish non-profit organization who's helps Ukrainians.

- I updated their existing website to help increase the number of applicants for their mentorship program, resulting in gathering over 20 Ukrainian applicants & Finnish mentors.
- I improved website accessibility by improving the responsivity of their layouts on mobile & tablet.

#### Leaflink: Full-stack NextJS Application with Auth & CMS

Live site & Project: <https://www.oodri.dev/portfolio/leaflink>

I developed a full-stack web app built with NextJS 13, MongoDB, Typescript and Tailwind that allows users to host a personalized page featuring a list of URLs.

#### Elvann: Email Marketing & eCommerce Campaigns

Live site & Project: <https://www.oodri.dev/portfolio/elvannstore>

- I created a sales funnel that collected over 2000 leads with a CPA of less than 0,20€, using Facebook Ads & Content Marketing
- I created content that generated over 5M views for my YouTube channel.
- I launched physical & digital products through email advertising, exceeding the business goals in sales.

## Personality & Interests

I'm curious and driven by challenge: I thrive in environments where I can take responsibilities, and I have high work-ethics. When I'm not developing, you might find me playing the harp, creating videos, or producing metal music.

PS: Check out my other projects & blog on my [website](http://www.oodri.dev).

a little more about me