Frederick Chon

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EXPERIENCE

Web Developer March 2022 – September 2024
goop *Santa Monica, CA*

- Developed a reusable WordPress template with PHP, JavaScript, and SASS, enabling 100% self-service content creation and increasing editorial productivity.
- Enabled dynamic content creation by developing reusable WordPress components, significantly expanding layout customization options through close collaboration with stakeholders and cross-functional teams.
- Mentored a junior developer through pair programming and knowledge-sharing sessions, improving coding proficiency and accelerating project delivery timelines by 30%.
- Led the migration from Emarsys to Iterable, creating custom email templates that supported uninterrupted execution of marketing campaigns.

Junior Web Developer March 2021 – March 2022
goop *Santa Monica, CA*

- Proposed and implemented a custom WordPress template, enabling editors to create bespoke posts and pages from Figma designs, improving efficiency and ensuring alignment with brand standards.
- Developed and maintained responsive WordPress pages using HTML, CSS, and JavaScript, enhancing mobile usability and accessibility across the platform.
- Built pixel-perfect WordPress posts and landing pages from Figma designs, delivering high-quality, responsive content that elevated user experience and adhered to brand guidelines.
- Contributed to the implementation and maintenance of website features to improve functionality, resulting in faster load times and better user experience.
- Created custom email templates with Emarsys, enhancing campaign engagement and maintaining consistency across marketing initiatives.

PROJECTS

Royal Fashion | *React, TypeScript, Firebase, Stripe, Redux* repo | demo

- Built a responsive e-commerce application using React and Redux Toolkit, streamlining state management and enhancing performance for a smoother user experience.
- Integrated Firebase and Stripe for secure user authentication and payment processing, improving transaction reliability.
- Developed a dynamic product catalog with sorting, filtering, and cart functionality, increasing usability and engagement.

fredchon.dev | *Astro, TypeScript, Tailwind CSS* repo | demo

- Created a lightweight blog and portfolio with Astro, TypeScript, and Tailwind CSS, prioritizing scalability and fast load times.
- Designed responsive layouts using Tailwind CSS, ensuring seamless interaction across all devices.
- Authored interactive blog posts with MDX, integrating tutorials and code snippets to engage readers and share expertise.

TECHNICAL SKILLS

Languages: HTML5, CSS3/SASS, JavaScript (ES6+), TypeScript, PHP, SQL
Frameworks: React, Next.js, Styled-Components, Tailwind CSS, Node.js, Astro, Redux
Databases: PostgreSQL, MySQL, Firebase
Developer Tools: Git, Docker, Figma, JIRA, npm, Jest, Cypress, ESLint, VSCode, Webpack

EDUCATION

California State University, Los Angeles Los Angeles, CA
Electrical Engineering *2013 - 2015*

Pasadena City College Pasadena, CA
Electrical Engineering *2009 - 2012*