Frederick Chon

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EXPERIENCE

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

- Developed a comprehensive WordPress template using PHP, HTML, CSS, JavaScript, jQuery, and SASS to build reusable components for posts and pages, resulting in 100% self-service content creation for editors, eliminating developer involvement in routine tasks, and boosting productivity.
- Created and enhanced reusable WordPress components by collaborating with stakeholders, design teams, and cross-functional groups to align with business needs and design standards, leading to improved site functionality and user engagement while integrating React for complex features under tight deadlines.
- Built interactive and visually cohesive components using React, TypeScript, and styled-components for a separate application to enhance the user interface and experience, resulting in optimized workflow efficiency and improved application performance by updating data endpoints.
- Mentored a junior web developer through pair-programming and demonstrated the power of reusable components to improve coding proficiency and project delivery time, leading to a 30% increase in team productivity.
- Contributed to the seamless migration between email service providers from Emarsys to Iterable by custom-building new email templates and collaborating with the marketing team to ensure uninterrupted campaign operations.

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

- Proposed a custom WordPress template to streamline content creation, enabling bespoke posts and pages from Figma designs to align with brand standards and user expectations, resulting in improved efficiency.
- Built and maintained custom responsive WordPress pages using HTML5, CSS, and JavaScript to support editorial and product launch content, leading to an enhanced mobile user experience and improved accessibility.
- Developed pixel-perfect WordPress posts and landing pages from Figma designs to deliver high-quality, responsive content that met brand guidelines and elevated the user experience.
- Created custom email templates using Emarsys to enhance campaign engagement and maintain brand consistency, resulting in improved user engagement.
- Contributed to the implementation and maintenance of website features to improve functionality, resulting in faster load times and better user experience.
- Implemented SEO best practices by optimizing meta tags, headers, alt texts, and URL structures to boost search engine visibility, leading to increased organic traffic.

Production Manager 2015 – 2018
Bombies Inc *Sun Valley, CA*

- Managed development and production processes, ensuring strict adherence to quality standards and regulatory compliance, demonstrating strong project oversight and attention to detail.
- Supervised a team of 6, fostering a culture of high performance and continuous improvement, which improved productivity and team efficiency.
- Collaborated cross-functionally with marketing and sales teams to align product strategies with market trends and feedback, showcasing strong communication and strategic alignment skills.

TECHNICAL SKILLS

Languages & Frameworks: HTML5, CSS3/SASS, JavaScript (ES6+), Typescript, React, Node.js, SQL (MySQL), jQuery, PHP, WordPress
Tools & Platforms: Git, Docker, JIRA, Confluence, Figma
Methodologies: Agile (Sprint Planning, Standups, Retrospectives), Version Control, Cross-Functional Collaboration

EDUCATION

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

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