JOHN HOANG

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[Portfolio Website](#)

Summary

Web developer focused on building fast, accessible web apps using React, Next.js, and modern UX/UI practices. Skilled in JavaScript, HTML, CSS, and API integration. Currently freelancing and graduated with a Cognitive Science B.S. at UCSD with a focus on UX/UI and web development.

Education

Cognitive Science: Design & Interaction   **12/2024**
University of California, San Diego   La Jolla, CA
- Concentrations: UX/UI, Web Development, Figma
- Related Coursework: Machine Learning, React, Data Visualization, Object-Oriented Programming

Experience

Web Developer | Tempo Communications – Vista, CA   **04/2025 to Current**
WordPress | Shopify | Queup CMS | SEO | Structured Data

- Manage and optimize a multi-platform web stack across WordPress, Shopify, and Craft CMS, supporting both public marketing and product detail pages
- Improved SEO and fixed search issues by adding schema, cleaning up metadata, and reorganizing product content for better clarity and navigation
- Researched how AI is changing SEO, focusing on crawlability, GEO targeting, and search visibility to help future-proof site content and structure

Progressive Web Application Dev | PIC Health – CSUSM   **01/2025 to 05/2025**
React Native | UX/UI | CSS | Database | App Development

- Developed and maintained responsive web applications for internal and external users, enhancing overall functionality and user experience
- Collaborated with a new team to gather requirements, design solutions, and implement new features
- Redesigned legacy UI into a modern, interactive 3D layout while preserving core navigation logic

React Native Developer | Resilience Inc. - Remote   **01/2023 to 06/2023**
React Native • JavaScript • Figma • Mobile UX • CSS

- Demonstrated problem-solving skills by actively participating in bug-fixing tasks to maintain the quality and functionality of the application.
- Integrated Figma designs into React Native code, translating visual concepts into functional features for implementation in the app.

Projects

Sticker Store | Business Owner   **03/2023 to Present**
FullStack | React | Next.JS | Tailwind CSS

- Designed and built a live e-commerce store from the ground up using my skills and knowledge with a monthly operating costs of $0
- Integrated Stripe API for secure payments and real-time order/inventory tracking
- Using marketing strategies such as Search Engine Optimization for platforms like Etsy and content creation to boost direct flow to the website

Skills

- **Languages**: Python, C, Assembly, HTML, CSS, JavaScript
- **Frameworks & Libraries**: NextJs, React, NodeJs, Express, Tailwind CSS, React Native
- **Database Management**: MongoDB
- **Version Control**: Git
- **API Integration**: RESTful APIs, Stripe, Heroku
- **UI/UX Design**: Wireframing, Prototyping, Figma, Adobe Creative Suite
- **CMS Platforms**: WordPress, Wix, Shopify, Craft, Queup

- Problem-Solving
- Teamwork
- Time Management
- Adaptability
- Effective Communication