Jonathan Olson

Front-End Developer and UX Designer || Grand Rapids, MI
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TECHNICAL SUMMARY

Languages/Frameworks:
- HTML5, CSS3, JavaScript, Angular, Node.js, Express, Postgres SQL, WordPress, TypeScript, PHP

UX Design:
- Wireframe, Storyboard, Responsive Design, Sketch, User Research, Web Accessibility, User Flow, Site Map

Programming Knowledge
- Git, Github, JSON, RESTful APIs, Bootstrap, Visual Studio Code, WordPress

Digital Marketing:
- Social Media Strategy/Analytics, eMail Marketing, Adobe Creative Suite, Database Analytics, SEO, Graphic Design

Methodologies:
- Agile, Scrum

WEB/SOFTWARE DEVELOPMENT PROJECTS

GReen Project: https://jo15on.github.io/GReen/
- Developed a digital web application to educate Grand Rapids residents about trash and recycling by utilizing **Angular with RESTful APIs** from the city of Grand Rapids in which it was deployed through **GitHub pages**
- Collaborated in planning and implementing a dynamic responsive interface design and construction of the project using wireframing from **InVision** program
- Worked in Agile development environment using advanced Scrum methodologies

Personal Portfolio: http://www.jonolson.co
- Built a responsive website which includes **Angular** framework then deployed to Netlify
- Designed the wireframing of a website using **Sketch** Design

CERTIFICATIONS

Google Analytics for Beginners	*Completed March 2018*
Advanced Google Analytics	*Completed April 2020*
Becoming a User Experience Designer	*Completed August 2020*
PHP and WordPress for Beginners	*Completed December 2020*
Complete WordPress Theme & Plugin Development Course	*Completed November 2020*

EDUCATIONAL SUMMARY

Grand Circus: Grand Rapids, MI   **October 2019-March 2020**
Front End Coding Bootcamp

GRCC: Grand Rapids, MI   **May 2016 - June 2016**
Web Design Online Course

University of Michigan: Ann Arbor, MI   **September 2006 - May 2010**
Bachelor of Arts – Economics

LaFleur Marketing
Front-End Developer (Contract)   *October 2020-Present*
- Built websites in WordPress and other content management systems by utilizing PHP, SCSS and JavaScript
- Created and updated engaging visuals for web that can be adapted for variety of platforms and devices
- Worked across teams to coordinate between content and design

PROFESSIONAL SUMMARY:

Digital Media Consulting   *Summer 2017-Present*
- Consulted with a professional MMA fighter, Robert Gidron, on all aspects of digital marketing to increase exposure of his brand which resulted in a **73% increase in social media engagement**
- Collaborated with an agent on how to best market Robert for his brand and his matches in which it led to an invitation to UFC training camp
- Familiarized with digital marketing's current trends and best practices to keep the engagement rate up to further expose him to the MMA world

University of Tulsa
Marketing Assistant   *July 2014 - May 2015*
- Created Tulsa's first social media marketing and management strategic plan
- Carried out usability testing plan to improve design and drive consensus with the team on the overall of the main athletic website
- Designed graphics for Social Media, E-Mail Marketing and Flyers using Adobe Creative Suite
- I saw a **38.5% increase in organic reach** and a **78% increase in engagement** from the Facebook Page as well as a **179% increase** in followers and an **80% increase** in engagement from the Instagram Page. All of it resulted in **5 straight sold-out home games** for Men's Basketball.
- I've seen an increase of a Tulsa Women's Soccer average home game attendance by **50%** and revenue by **125.7%** while generating **$1,088** of group ticket sales. I also have seen an increase of Tulsa Softball's average home attendance by **12.8%** and revenue by **176%**.

University of Detroit Mercy
Marketing Assistant   *August 2013-May 2014*
- Researched on the latest trends and platforms and presented new opportunities to the senior administrators
- Collaborated with the administrators and web developer on the overhaul of the main athletics website
- Created graphics for Social Media, E-Mail Marketing, and Flyers using Adobe Creative Suite while maintaining the Athletic Department's design guidelines and standards
- I saw an increase of **30%** in engagement on Facebook page and an increase in Twitter followers by **18%** while boosting engagement by **25%.**
- I have seen an uptick of Detroit Mercy Men's Lacrosse home game attendance by **124.5%** in which we have witnessed the **largest single-game attendance of 1,909** fans and Women's Lacrosse average home game attendance by **20.8%**

VOLUNTEER EXPERIENCE:

Detroit Fashion + Tech Hackathon   **September 25, 2020-September 27, 2020**
Mentor
- Served as an on-site technical and subject matter specialist in Digital Marketing, Front-End Web Development and User Experience as a floating resource for the participants/teams
- Helped teams define workflow, generate ideas, problem solve, and develop final pitch presentations
- Ensured that all teams submitted their project to the judges by submission deadline