



JUYEON KANG

CONTACT

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[Portfolio Website](#)

Toronto, ON

PROFILE

A Front-end Developer with years of experience in graphic design & web development. Worked directly with a marketing team, and freelanced for various creatives. Good communicator, detail-oriented, self-motivated individual who is always looking for means to grow and improve in the chosen area of expertise.

SKILLS

- 2+ years of front-end web development
- 5+ years of experience in designing advertising and marketing materials
- Landing page & email design
- Photoshop, Illustrator, InDesign, AfterEffects, Dreamweaver, XD, Sketch, Figma, HTML&CSS, Responsive Design, Email, Landing Page, Wordpress, Wireframe, UX/UI, Bootstrap, SASS, Marketo, Pardot, Hubspot, MJML, JS, jQuery

PROFESSIONAL EXPERIENCE

JR. FRONT END DEVELOPER

Bond Brand Loyalty, Toronto, ON | Mar 2021 - Current

- Develop and maintain responsive websites using HTML5, CSS3 and JavaScript/ jQuery that are accessible and cross-browser compatible.
- Collaborate with cross-functional teams to translate visual designs into functional interfaces.
- Diagnose and troubleshoot problems with web pages.

FRONT-END DEVELOPER & WEB DESIGNER

Marketing Automation Canada, Toronto, ON | Jan 2020 - Mar 2021

- Design retail emails, landing pages, newsletters, banners, social media Ads and presentation slides for events.
- Develop responsive email templates and landing pages, and setting them up for Marketo, Hubspot, Pardot and SFMC.
- Resolve websites issues and QA. Test emails on EoA, and code error handling.

GRAPHIC DESIGNER & EMAIL DEVELOPER

Strategy Institute, Toronto, ON | Aug 2016 - Nov 2019

- Design, develop and execute multiple original creative designs and layouts for direct marketing and communications materials that support the company's marketing objectives. These include brochures, advertisements, online vehicles, on-site signage, and other collateral.
- Collaborate on projects to create layouts and images for valuable downloadable contents (E-book, Sponsorship Package, Infographic.) in order to build a list of email contacts organically.
- Manage & create responsive HTML email templates for direct email marketing, and develop the design for higher conversion and a better click-through rate.
- Produce reader-friendly emails by optimizing images and layouts for HTML emails.
- Test and troubleshoot HTML, revise code when necessary.

EDUCATION

CERTIFICATE IN USER EXPERIENCE DESIGN

BrainStation, Toronto, ON | 2019

Practiced developing thoughtful digital experience using the tools and methods of UX design; User Personas and Experience Mapping; Information Architecture; Paper Prototyping; Wireframing & Prototyping; UI & Visual Design; Usability; Ecosystem Design; Accessibility

ADVANCED DIPLOMA IN GRAPHIC DESIGN

Humber College, Toronto, ON | 2011 - 2014