

# Jeannie Yamakawa

Developer, Designer & Strategist

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## Professional Summary

Strategist with design & dev chops. Has a flair for creative solutions and 11+ years of experience in business, research, design, code, and communications. Looking for opportunities to problem-solve with a collaborative team.

## Skills

### Design

- Prototyping & Wireframes
- Adobe Photoshop / Adobe Creative Suite
- HTML / CSS
- User Stories & Epics
- Branding & Logo Design
- Information Architecture

### Development

- JavaScript / ES6 / Node.js
- C# / .NET / VisualStudio
- Version Control (GitHub)
- AngularJS / jQuery / Semantic UI
- PostgreSQL / Oracle / MongoDB
- XML / XSLT
- Ruby on Rails

### General

- Agile / Scrum / Kanban (JIRA / PivotalTracker / Trello)
- Technical Documentation
- CMS (Wordpress) / CRM (Salesforce)
- Email Marketing & Campaigns
- Mac / Windows / Google / Outlook
- Team & Resource Management

## Experience

- » **Full Stack Engineer | Cox Automotive - vAuto (Contract)** **Apr, 2017 - Current** **Austin, TX**
  - Scraped & transformed features from international automotive websites, expanding product team's data sets by hundreds of automotive dealers and providers.
  - Took initiative to write training documents for future devs on integrations team.
- » **Marketing Consultant | FabulousFit** **Feb, 2017 - Current** **Austin, TX**
  - Eliminated monthly cost of maintaining >11,000 non-active accounts on previously-overlapping mailing lists by reorganizing campaigns based on past user conversions, metrics, and trends.
  - Increased subscriber enrollment by up to 150% monthly by restructuring architecture of information on website to redefine clearer division between subscriber and non-subscriber content.
- » **Full Stack Engineer | SandBox Commerce (Contract)** **2016 - 2017** **Austin, TX**
  - Built new admin console, elevating SandBox Commerce from pen/paper records and word-of-mouth to 100% automated calculations and digital enrollment.
  - Overhauled lead generation and business conversions calculations with a new custom API and new public-facing AngularJS website design.
- » **Project Lead & Full Stack Engineer | Digital Rolodex** **2016** **Austin, TX**
  - Led a team of six engineers to develop a mobile Google Play app + web portal. Team completed first iteration MVP with leftover time and reached several additional stretch goals.
- » **Designer & Photographer | Self-Employed / Freelance** **2009 - Current** **Austin, TX**
  - Streamlined workflow in creation, polishing, and coordinating of thousands of files, designs, and pieces of information, including hiring and training contractors to increase productivity.
  - Fulfilled client needs to build diverse portfolio of creative work (including web design, graphic design, photography & video), establishing returning business relationships.

## Other Related Experience

- » **AngularJS Full Stack Engineer | Sprintr (Personal Project)** **2016** **Austin, TX**
  - Built a multi-player Google Chrome extension & web app that tracks user productivity as a competitive game with a team of three engineers, utilizing graphed data displays from newly-constructed API.
- » **Communications Director | Hawaii State Senate--Office of Majority** **2008** **Honolulu, HI**
  - Garnered state & national news coverage (e.g. NY Times) for initiatives by connecting with print & A/V journalists.
  - Formulated and published all Senate Majority online content in the 2008 session, including many official senatorial statements, as well as delivering press releases, statements, and photos for print media.
- » **Staff Writer, Copy Editor, Photographer | Ka Leo O Hawai'i** **2007** **Honolulu, HI**
  - Acted as departmental liaison for University of Hawai'i's newspaper, delivering content, visuals, and editing services.
  - Planned content of future issues in press-room meetings for consumption of more than 10,000 readers.

## Education

- » **Full Stack Certification**
- » **B.A. Media & Photography, Art Minor**

Galvanize, 2017

University of Hawaii, 2007