

KANAKO KAWAKAMI

FRONT-END DEVELOPPER • WEB GRAPHIC DESIGNER

SUMMARY

Professional front-end developer with 3+ years of experience in web graphic design. Actively looking for opportunities as a front-end developer or web graphic designer. In my last role, as a web graphic designer, I was involved in creating images and UI design work and coding in a E-commerce website team of three people. On average, I created and edited 10 product pages in a week, some of them were ranked as the top selling products in the genre of the E-commerce mall multiple times.

CONTACT

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SKILLS

HTML	██████
CSS	██████
SCSS	██████
JavaScript	██████
TypeScript	██████
Java	██████□
Figma	██████
Photoshop	██████
Illustrator	██████

EDUCATION

DIPLOMA of Web Development

Cornerstone College (CICCC)
/ Vancouver

Aug 2022 - Present

BACHELOR of Law

Sophia University / Japan

Mar 2012 - Apr 2017

WORK EXPERIENCE / PAST PROJECT

Greeting.com [Image Creating Website]



School Project (Individual)

Feb 2023, 1 week

- Created an image-creating website for practicing DOM and API.
- Designed UI, created images(logo, favicon, bg images, images for menu), did coding.
- Used HTML, SCSS, Javascript, html2canvas, Unsplash API, Figma, Illustrator, Photoshop.

20 / 20 [E-commerce Website]



School Project (Individual)

Feb 2023, 1 week

- Created an e-commerce website for practicing DOM (for shopping cart function) and API.
- Created images(carousel and coupon), did coding.
- Used HTML, CSS, Javascript, jQuery, Photoshop, Unsplash API.

Takeshi Construction [Company's Landing Page]



School Project (Individual)

Jan 2023, 1 week

- Created a construction company's website for practicing responsive coding.
- Designed UI, Created images(logo, favicon, background image), did coding.
- Used HTML, SCSS, Javascript, jQuery, Photoshop.

Small Projects



- Summarized my small projects (Joke generator, Picture Searcher etc...) [here](#).

WEB GRAPHIC DESIGNER for a Fashion E-commerce Website

Aptech Co. Ltd. / Japan

Jan.2021-Jul.2022

- Responsible for the design of a fashion E-commerce website which has over 220,000 visitors in a month.
- Our team helped an apparel manufacturer who entered E-commerce retail for the first time during the COVIT-19 pandemic and we were able to increase their sales by around 3330% (\$3,000 to \$100,000) in the first year.
- Selected pics from about 1500 photos, editing about 10 product pages, creating 1~2 ad designs, coding HTML/CSS, and doing Kaizen works on existing product pages every week.
- Created templates of ads and product pages to make effective designs in a short time, based on the CTR, CVR, A/B testing results and customer reviews.
- Defined style guide, and by uniting the appearance of the website, relatively expensive products were also sold well. As a consequence, Average Order Value increased by 30% YoY.
- In six months I became a designer at Aptech in January 2021, sales became over \$100,000 a month, which was over 1.5 times more sales than before I got employed.