

# NAOMI ANDERSON

naomi.aiy05@gmail.com|437-219-0374|[Github/Naomi](#)|[LinkedIn/Naomi Anderson](#)|[Portfolio](#)

## EDUCATION

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- Wilfrid Laurier University September 2023-Present  
**Honors Bachelor of Science in Computer Science (UI/UX Minor)**
  - Executive Member of Laurier Computing Society (Communications Team | Graphic Designer)
  - Recipient of CIFAR Inclusive AI Scholarship

## SKILLS

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- **Languages:** Java, Python, HTML, CSS, JavaScript
- **Tools/Frameworks:** Figma, React.js, Github, Replit, Excel
- **Software:** Shopify, WordPress, MATLAB, Maple, Adobe Photoshop, Adobe Illustrator, Adobe InDesign

## EXPERIENCE

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### Web Developer - 360 Medical May 2024 - Present

- Revamped company websites using **Shopify** and **WordPress**, implementing modern design principles and utilizing **Figma** for **UI/UX** prototyping.
- Achieved a **19%** increase in website traffic and a **9%** increase in sessions within the first month through **SEO** optimization and user experience enhancements.
- Improved monthly conversion rate from **1.07%** to **1.79%**, maintaining an overall conversion rate of **0.96%** through continuous website optimization and **A/B testing**.
- Standardized **95+** product pages in collaboration with marketing, sales, and product teams, enhancing user trust and navigation to align with business goals and marketing strategies.

### Graphic Designer - Laurier Computing Society

- Contributed to organizing and promoting **20+** annual events for the Laurier Computing Society, supporting its success within a community of **3,500+** students.
- Conceptualized and developed visually striking graphics and promotional materials for LCS events, maintaining a consistent and impactful brand presence across all platforms.

## PROJECTS

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### Elizabeth's Coffee (Coffee E-Commerce Website)

- Designed an engaging e-commerce website from scratch using **HTML**, **CSS**, and **JavaScript**, resulting in a visually appealing platform.
- Crafted meticulous interface designs in **Figma**, ensuring a user-friendly experience.
- Created cohesive branding elements, including logos, product images, and mock-ups using **Adobe Photoshop**, and **Adobe Illustrator**, contributing to a cohesive and memorable brand identity.

### Jarmony: Tales Of Enchantment (Indie Game)

- Implemented core game development concepts such as game loops, collision detection, and player controls in **Java**, resulting in dynamic and responsive gameplay experiences.
- Established a robust game codebase following **Object-Oriented Programming** principles, enhancing scalability and maintainability of the game.
- Illustrated all in-game assets in **Piskel**, including background art and animations, leveraging **graphic design** and animation software to elevate the game's visual appeal and immersion.

### Ascent (Review Website for Individuals with Disabilities)

- Developed an accessible website using **HTML**, **CSS**, and **JavaScript** to empower individuals with disabilities to review establishments for accessibility, fostering inclusivity and community engagement.
- Created an interactive prototype in **Figma**, showcasing user flows and functionality, facilitating user testing and feedback for iterative improvements.
- Secured the title of **Best Accessibility Hack at the University of Virginia "Girls Hoo Hack,"** triumphing over **250+ participants**.