NAOMI ANDERSON

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EDUCATION

▪ Wilfrid Laurier University **September 2023-Present**
Honors Bachelor of Science in Computer Science (UI/UX Minor)
  • Executive Member of Laurier Computing Society (Vice President of Marketing)
  • Recipient of CIFAR Inclusive AI Scholarship

SKILLS

  • **Languages:** Java, Python, HTML, CSS, JavaScript, React
  • **Tools/Frameworks:** Flask, BeautifulSoup, Selenium, Figma, GitHub, Replit, Excel
  • **Software:** Shopify, WordPress, MATLAB, Maple, Adobe Photoshop, Adobe Illustrator, Adobe InDesign
  • **Others:** Accessibility (WCAG), Agile Methodology, SEO Optimization

EXPERIENCE

Web Developer - 360 Medical *(Freelance Contract)* **May 2024 - Jan 2025**
  ● Revamped company websites using **Shopify** and **WordPress**, implementing modern design principles and utilizing **Figma** for **UI/UX** prototyping.
  ● Optimized **SEO** and user experience, driving a **19%** increase in website traffic (from ~**1,000 monthly users**) and a **9% rise** in sessions within the first month.
  ● 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 using **HTML** and **CSS** to create consistent layouts, unify key sections, and integrate visual elements such as charts and informational highlights to enhance user trust and navigation.

Vice President of Marketing- Laurier Computing Society *(Volunteer)* **July 2025-Present**
  ● Led a marketing team to organize and promote **20+** annual events for the Laurier Computing Society, driving engagement within a community of **3,500+** students.

PROJECTS

Job Scraper - Automated Job-Listing Scraper
  ● Developed a **Python** application leveraging **BeautifulSoup** and **Selenium** to automatically scrape, collect, and consolidate job postings from multiple job boards.
  ● Implemented data cleaning, parsing, and structured output for easy filtering and analysis.
  ● Built a responsive front-end interface with **HTML**, **CSS**, **JavaScript**, and **Flask** to view, filter, and interact with scraped job listings.

Ascent - Review Website for Individuals with Disabilities
  ● Developed an accessible website using **HTML**, **CSS**, and **JavaScrip**t to empower individuals with disabilities to review establishments for accessibility, fostering inclusivity and community engagement.
  ● Conducted extensive research to align the project with **Web Content Accessibility Guidelines (WCAG)**, ensuring the creation of an inclusive and user-friendly website.
  ● Secured the title of **Best Accessibility Hack at the University of Virginia "Girls Hoo Hack,"** triumphing over **250+ participants**.

Jarmony: Tales Of Enchantment-Indie Game
  ● Implemented core game development concepts such as game loops, collision detection, and player controls in **Java**, establishing a robust, **object-oriented** codebase that enhanced scalability, maintainability, and overall gameplay responsiveness.
  ● Applied **OOP** principles to design scalable and maintainable game systems, enhancing overall code structure and gameplay reliability.