

NAOMI ANDERSON

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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 (Vice President of Marketing)
 - 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 (*Freelance Contract*) May 2024 - Jan 2025
 - 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 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.
 - Organized and directed a full rebrand of the Laurier Computing Society, establishing updated visual identity, tone, and guidelines across all platforms.

PROJECTS

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- Elizabeth's Coffee** (Coffee E-Commerce Website) **4 Months**
 - 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.
 - Ascent** (Review Website for Individuals with Disabilities) **48 Hours**
 - Developed an accessible website using **HTML**, **CSS**, and **JavaScript** 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) **2 Months**
 - 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.