

# Sota Iwaku

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Front-End Web Developer, Translator: English - Japanese

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## Summary

Front-End Engineer with 5+ years of experience building high-quality web experiments, A/B tests, and e-commerce optimizations. Skilled in JavaScript/TypeScript, React, HTML, and CSS with a strong background in debugging, experiment deployment, and data-driven improvements. Demonstrated success delivering measurable conversion lifts for major brands. Collaborative, detail-oriented, and adaptable—ready to contribute technical and analytical expertise to a forward-thinking engineering team.

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## Work Experience

Jan. 2025 - June. 2025   Crometrics

### Front-End Engineer

- Built web experiments using JavaScript, TypeScript, HTML, and CSS across various tech stacks and client platforms.
- Redesigned full web pages and implemented Single Page Applications (SPA) to enhance performance and usability.
- Developed a custom virtual pageview script to fix SPA tracking issues, ensuring accurate analytics data.
- Partnered with major brands including **Mattel** and **Home Chef** to launch A/B tests that increased conversions and revenue.

Oct. 2020 - Jan. 2025   Conversion Fanatics

### Front-End Web Developer

- Designed and implemented CRO tests and front-end features with jQuery, JavaScript, HTML, and CSS to increase user engagement.
- Enhanced functionality across Shopify and WordPress stores, improving UI/UX and boosting e-commerce metrics.
- Troubleshoot and resolved live test issues quickly, minimizing downtime and ensuring accurate data collection.
- Deployed winning experiments into Shopify themes, improving site performance and customer experience.

Sep. 2019 – Mar. 2020   Apple, Inc. (Contract through Kelly Services)

### Japanese Maps Editor

- Analyzed and synthesized geo-data in macOS and Apple Maps to generate accurate real-time incident reports.
- Contributed to global project coordination, improving operational efficiency across teams.
- Delivered bilingual (English/Japanese) incident documentation supporting accurate and helpful user experiences.

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## Skills

**Languages:** English (native), Japanese (native)

**Front-End:** HTML, CSS, JavaScript, TypeScript, React.js, Next.js

**Platforms:** Shopify, WordPress, WPBakery

**Tools:** GitHub, AWS, Ubuntu, A/B testing tools (Optimizely, Convert, etc.)