

Sota Iwaku

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Front-End Web Developer, Translator: English - Japanese

Summary

I am a Front-End Engineer with over 5 years of experience in developing web experiments and optimizing e-commerce platforms using JavaScript/Typescript, HTML, and CSS. Successfully delivered measurable results for notable brands through effective A/B testing strategies, driving significant conversion rates. Proven ability to collaborate with clients and teams ensuring seamless project integration. Ready to leverage unique expertise in web development to meet and exceed the expectations of future projects.

Work Experience

Jan. 2025 - June. 2025 Crometrics

Front-End Engineer

- Developed web experiments using JavaScript, Typescript, HTML, and CSS across different platforms including Convert and Optimizely.
- Worked on Full page redesigns and websites that utilize Single Page Applications (SPA).
- Collaborated with leading brands like Mattel and Home Chef to implement live A/B testing strategies that increased conversions and maximized revenue.
- Utilized Git for version control as well as worked with multiple clients and teams to ensure a smooth integration of experiments through repositories.

Oct. 2020 - Jan. 2025 Conversion Fanatics

Front-End Web Developer

- Created CRO tests and e-commerce changes with JQuery, Javascript, HTML and CSS.
- Worked with many e-commerce platforms such as shopify and wordpress.
- Communicated with clients and maintained A/B tests to maximize their conversion rate and revenue.
- Created A/B tests for clients using platforms such as Convert, Optimizely, Vwo and Google Optimize.
- Implemented winning tests to clients shopify themes using Javascript, HTML and CSS.
- Implemented tracking scripts and revenue tracking scripts to shopify theme and post-checkout scripts.

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

Japanese Maps Editor

- Collected and synthesized data using MacOSX and Apple Maps to produce accurate incident reports.
- Worked on multiple projects and helped manage markets around the world.
- Created real-time incident reports in both English and Japanese to aid customers.

Skills

Languages: English (native), Japanese (native)

Computer Skills: HTML, Javascript, Typescript, CSS, React.JS, Next.JS, Shopify, Wordpress, WPBakery, AWS, ubuntu, Github