

Front End Developer Front End Developer Front End Developer - Discount Tire Phoenix, AZ
Experienced Web Developer/Designer with a passion for crafting great user experiences, seeking UX Developer/Engineer role. Work Experience Front End Developer Discount Tire March 2018 to Present Designing and developing aesthetically pleasing web pages and practical applications on a legacy intranet used mainly by 1000+ Discount/America Tire stores nationwide. Updating existing website content, creating new layouts, landing pages that follow existing web standards; making a few modifications to existing developed code. User Interface Developer Deckers Brands August 2016 to March 2018 Developed and updated user interfaces with accessibility and performance in mind, operated as a member of an Agile development team for the Ugg Brand, and conducted A/B testing. Teamed up with the marketing and design team to develop innovative emails using MJML framework. The emails are featured on the MJML framework site and reallygoodemails.com. Graphic and Web Designer Flagstaff Chamber of Commerce November 2015 to March 2017 Created visuals and cohesive designs that reflect various objectives and goals using illustrations, colors, images, typography and layout for events, web, and print. Developed custom landing pages, made design suggestions, diagnosed and fixed web content problems, and performed on-page SEO for Wordpress site. Media Management Student Worker Northern Arizona University February 2014 to July 2016 Worked directly with the Career Development Director to create a series of posters, digital art, documents, videos, and other mediums geared towards helping students start their career. Constructed a mobile-friendly web page on a very limiting legacy Content Management System to drive more college students to learn and access the information they need to find jobs. Digital Business Intern Deckers Brands - Flagstaff, AZ January 2016 to May 2016 Hands-on experience with various e-commerce operations and customer service Work with the e-mail development team to design, create and execute marketing emails Suggest website or other improvements via business case submissions based on insights obtained from reviewing data from Omniture, Google Analytics and Clicktale Create and propose actual businesses cases for new capabilities to senior leadership at anInternet Retailer Top 200 company Developed skills in: Email Marketing, Affiliate Management, Pay Per Click Marketing and Analysis, Google Analytics,

Google Adwords, Customer Service Agile Process Management, Search Engine Optimization, Developing Business Case, Site Auditing and Management Exposure and/or Hand-ons with: BrightEdge, Google Adwords, Google, Analytics, Moz.com, Adobe Omniture, Zendesk, Power BI

Student Web Developer Northern Arizona University May 2014 to July 2015 Demonstrated ability to maintain web services and reports using HTML, ASP.NET, C#, and other Microsoft programming platforms and programming methodologies. Learned analytical skills to be able to research, analyze, detect, and technically correct errors within in-house developed processes with the help of experienced mentors.

Education Bachelor of Science in Applied in Computer Science Northern Arizona University - Flagstaff, AZ August 2011 to May 2016 Skills Html, Javascript, Reactjs, Php, Css, Sql server, Sql, Ux, Prototyping, Ux design, Front End, Bootstrap, Front-End, UI, React, CSS3, Sketch

Links <https://www.linkedin.com/in/herbieduah> <https://www.herbieduah.app> Additional Information Recommendations are available upon request or via LinkedIn

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