Digital Strategist/ Front- End Developer Digital Strategist/Front-End Developer Front- End Developer Nashville, TN Authorized to work in the US for any employer Work Experience Digital Strategist/ Front- End Developer Brookdale Senior Living, Inc - Brentwood, TN July 2018 to Present   Design, develop, and test website prototypes, templates, and components   Communicate and coordinate with remote development team using agile methods   Handle data preparation, data feeds and updates for various projects Consultant Willbrook Solutions, Inc - Huntsville, AL March 2018 to Present   Evaluate usability of human-computer interfaces and prototype recommendations Conversion Optimization Specialist Freelance/Self employed January 2018 to Present   Assist clients with website optimization and a/b test planning, setup, execution, and reporting Site Experience Specialist Petco Animal Supplies, Inc - San Diego, CA May 2017 to December 2017   Provided front- end development and content allocation to improve user experience and mitigate business risk   Planned, developed, launched, and analyzed a/b and multivariate tests   Built and demonstrated personalization and segmentation capabilities using on-site browsing behavior, geolocation, and customer datasets   Leveraged session replays, heatmaps, and in-page analytics to uncover usability or performance issues Site Performance/UX Coordinator Kirkland's, Inc - Brentwood, TN June 2016 to May 2017   Created a prototype interface for a new checkout funnel using Axure and conducted a comparative user study against the previous design resulting in a 26% improvement in user task efficiency   Planned, executed, and analyzed heuristic evaluations, usability studies, benchmarking studies, card sorting sessions, surveys, a/b tests, and multivariate tests   Combined an understanding of human cognition and behavior with the goals, motivations, and expectations expressed by end-users to inform the interface design process Education Bachelor of Science in Psychology (Minor: Human-Computer Interaction/User Experience Evaluation) University of North Alabama - Florence, AL May 2016 Skills Jira (3 years), Visual studio (1 year), Git (1 year), HTML5 (3 years), Javascript (2 years), React (Less than 1 year), Redux (Less than 1 year), JQuery (2 years), CSS3 (3 years), Sass (1 year), Ajax (1 year), JSON (1 year), XML (1 year), Python (Less than 1 year), SQL (Less than 1 year), Java (Less than 1 year), JIRA (3 years), Visual Studio (1 year), Eclipse (Less than 1 year), Front End, Bootstrap (1 year), User Interface, UI,

Front-End Links https://github.com/jkey774

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