

# NISHA GARIGARN

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## Work Experience

**Front End & UX Developer, Perqy** | New York, NY | [www.perqy.com](http://www.perqy.com)

June 2014 – Present

- Design and develop user experience for 3 types of customers (Merchants, Employees, and Employers) on mobile and web platform, identifying user stories, spearheading usability testing on potential users and translating feedback into action items
- Architect automated unit, integration, and acceptance testing backend and frontend web app using Karma and Protractor
- Produce UI wireframes, mockups, and designs for landing page, iOS mobile app, and responsive web app
- Plan and manage Agile business requirements with Asana to improve development productivity
- Manage company branding and voice, including producing marketing material and tutorial videos

**Digital Media Buyer, Matomy Media Group** | New York, NY

October 2013 – November 2014

- Scaled Pay Per Call and Mobile performance marketing campaigns on various ad networks, including Facebook and Adwords
- Created marketing angles, landing pages and creative assets using Photoshop, HTML 5, CSS 3, and jQuery
- Constantly split-tested variables to increase click-through rates and conversion rates; used CrazyEgg, Invoca, Google Analytics, and Optimizely to monitor user flow throughout the entire conversion funnel

**Social Marketing Analyst: Adconion Direct** | San Diego, CA

March 2013 – September 2013

- Compiled weekly pacing reports and final campaign summaries for over 100 social campaigns; customized nuanced reports according to client's unique KPI goals to show at-a-glance, impactful insights
- Point of contact between Sales/Account and Delivery Team, addressing all campaign concerns and providing ad-hoc reports

**E-mail Marketing Analyst: Adconion Direct** | San Diego, CA

June 2012 – March 2013

- Delivered daily Hotmail and Yahoo e-mail campaigns to US, UK, Canada and Spain mailing lists for various Fortune 500 clients
- Generated biweekly reports which included a comprehensive campaign summary, benchmarks, and monthly projections; meticulously finalized end-of-month numbers to deliver to executive team

**Digital Analytics Intern: Lunchbox, JWT** | Culver City, CA

January – May 2012

- Analyzed and interpreted website and social media data, using Omniture SiteCatalyst and Google Analytics to deliver actionable insights to clients and internal teams across multiple business verticals such as CPG, toys, electronics, games and music
- Debugged websites using Charles HTTP proxy, logged issues found onto JIRA and followed-up on tickets until their resolutions

**Front End Developer Intern: DisneyToon Studios** | Glendale, CA

May – August 2011

- Redesigned intranet website using Joomla, CSS, HTML, and Adobe Creative Suite; added interactive modules, managed company events/announcements, reorganized content, and promoted a better sense of community among over 180 employees
- Created café and employee education websites from scratch; independently managed project timelines and goals

## Projects

**Wear This?! |** [bit.ly/wearthismobi](http://bit.ly/wearthismobi)

May 2014

- Snapchat meets fashion app for getting quick advice from friends, built with PubNub API and Pushover app integration
- Translated Photoshop wireframes to a responsive web app with HTML 5, CSS 3, Twitter Bootstrap, and jQuery

**Midtown |** [bit.ly/midtownapps](http://bit.ly/midtownapps)

April 2014

- Calculates the graphical midpoint between multiple addresses and suggests top-rated restaurants nearby using Yelp API
- Users can create an account to add friends, easily find a place to meet, and retrieve driving directions with Javascript Esri API

**Weekend Planner |** [bit.ly/wkndplanner](http://bit.ly/wkndplanner)

March 2014

- To-do list app featuring Reddit-style voting system for weekend planning using Ruby on Rails and Twilio API for authentication

## Education

**Scripps College** | Claremont, CA

December 2011

- Bachelor of Arts in Media Studies: Digital & Electronic Media
- Study Abroad Program: Studio Art Center International in Florence, Italy

## Languages & Technologies

- Languages: HTML5, CSS3, LESS, Sass, Javascript, Git, Mongo DB, Ruby
- Frameworks: Bootstrap, Angular JS, Karma, Protractor, Gulp, Express JS, jQuery, Foundation, Ruby on Rails, Sinatra, Joomla
- Experienced with Google Analytics, Adobe Creative Suite, Salesforce, Asana, JIRA, Omniture Site Catalyst, CrazyEgg, Optimizely