

Ashley Kwo

Web Designer and Developer

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ashleykwo.github.io

Experience

iView Web Designer

February 2018 - Present

- Optimized usability by incorporating scroll-to-top buttons, search bars, implementing best practices for content accessibility and refining meta tags for Search Engine Optimization (SEO)
- Design, edit and retouch web-optimized assets including product photos, icons, flyers, videos, promotional content
- Build, test and debug Magento Custom Module to collect and validate user form for mass email marketing campaign

Freelance Web Designer

March 2018 - September 2018

- Configure domain and web hosting set up for new client sites
- Integrate plugins to improve online marketing initiatives (i.e. social media campaigns, email marketing)
- Design full-responsive, cross-browser compatible websites on platforms such as WordPress and Shopify

GLYD WordPress Intern

June 2017 - September 2017

- Collaborated with UI/UX Intern during initial stages to determine web constraints, develop personas, and review wireframe specifications and website design
- Designed and customized WordPress website using custom HTML/CSS and plugins to extend website functionality

Education

DePaul University

B.S. Information Technology

Web Development Concentration

2014 - 2017

Skills

Languages HTML5, CSS, JavaScript, jQuery, PHP

Frameworks Bootstrap

Databases MySQL

Content Management Systems

WordPress

Tools Adobe Creative Suite (Photoshop, After Effects, InDesign, Illustrator, Premiere Pro), Git, Jira

E-Commerce Platforms Magento 1.x, Shopify