

# Ashley Kwo

Web Designer and Developer

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ashleykwo.github.io

## Experience

Freelance Web Designer

March 2018 - Present

- 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

**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

**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