Case Van Arkel

CONTACT

casevanarkel.com

casevanarkel@gmail.com

(417) 818-7045

SKILLS

Core Technical

CSS
HTML
Javascript
jQuery
AngularJS 1.X
Git

Exposure

ReactJS 7.X
PHP

Research

Usability Testing
A/B & Multivariate Testing
Data Analysis

Management

Agile Method
Design Thinking
Growth Mindset

Tools

UserTesting.com
Google Analytics
Adobe Photoshop

WORK

AdaptedMind, UX Engineer

San Francisco, CA   Aug. 2016 - Present

Ace front end engineer responsible for entire user facing site experience using HTML, CSS, jQuery, AngularJS 1.X, and PHP.

100+ front end features launched over 2.5 years.

Conducted 50+ usability tests with analyses containing key findings and design recommendations for CEO, COO, and design team.

Product manage majority of product development cycle, including: ideation, research, creative production, UX implementation, testing, analysis and reporting.

Lead all recruiting and hiring initiatives, resulting in 10 hires over 2.5 years.

RocketLawyer, Junior UX Engineer

San Francisco, CA   June. 2013 - Aug. 2016

Developed A/B and multivariate test variations within Optimizely platform using HTML, CSS, and jQuery.

Panel speaker at Optimizely Conference (OptiCon) on topic "Experience Optimization in Modern Web Architecture".

EDUCATION

Drury University, BA in Fine Art, BBA in Marketing

Springfield, MO   Aug. 2008 - May 2013

Concentration in Drawing

Influenced by Intro to Computer Programming, Discrete Mathematics, Web Development, and Strategic Management

NCAA Cross Country & Track Athlete, Team Captain