CONTACT

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ABOUT

User-centric frontend engineer with 7+ years of experience in crafting impactful, consumer-facing digital experiences.

TECHNICAL SKILLS

LANGUAGES

JavaScript
TypeScript
HTML
CSS
Shopify Liquid

FRAMEWORKS / LIBRARIES

React
Next.js
Angular
Sass/SCSS
Styled Components
Emotion
TailwindCSS
Redux
Express
jQuery

TOOLS / PLATFORMS

Git
Webpack
AWS
Microsoft Azure
Firebase
GraphQL
Webpack
Node.js
PostgreSQL
NoSQL
Docker
Strapi

LATEST PROJECTS

88rising Shop

88rising x Honda

88rising x OHT NYC

1999 World
(available upon request)

CHRISTINA KIM

FRONTEND ENGINEER

WORK EXPERIENCE

Lead Frontend Engineer + UX/UI Designer | 88rising   JUL 2021 — FEB 2024

- Led the development of a headless e-commerce application & CMS **[ANGULAR, TYPESCRIPT, SASS, AWS, NODE, EXPRESS, POSTGRESQL, GRAPHQL, STRAPI]**

- Developed a custom Shopify 2.0 theme for **88rising Shop** **[PURE JS, SASS, SHOPIFY LIQUID]**, engineering advanced features that enhanced web performance by 65%, accessibility by 30%, & SEO by 10%, contributing to a 20% increase in sales conversion rates

- Designed & engineered custom web solutions & landing pages for global marketing initiatives with partners like Microsoft, Porsche, Honda, Guess, & Puma, enhancing campaign effectiveness, brand visibility, lead generation, customer retention, & inventory strategy through automated marketing integrations & data-driven insights

- Initiated & maintained comprehensive technical & non-technical documentation, fostering knowledge sharing, team synergy, & operational efficiency across cross-functional & cross-organizational teams

- Spearheaded the development & design of **1999 World** (*available upon request*) **[NEXT, REACT, TYPESCRIPT, EMOTION, AZURE, POSTGRESQL]** in partnership with Microsoft, reimagining the classic Windows 98 experience in the modern web with optimized web performance, cross-platform compatibility, accessibility, & responsive design. Serving as project manager, lead developer, & lead UX/UI designer:

  - Orchestrated seamless cross-organizational & cross-functional collaboration, ensuring transparency, realistic stakeholder expectations, & project alignment, while efficiently navigating through anticipated constraints, unforeseen roadblocks, & evolving project requirements

  - Faithfully recreated defining features of Windows 98 with modern UX & WCAG standards, including core file system capabilities, Windows Media Player, Minesweeper, Notepad, & Recycle Bin

  - Led ongoing sprint reviews, retrospectives, & backlog refinement to ensure timely deliverables responsive to shifting priorities, achieving a 30% boost in web performance & 60% in WCAG compliance

Web Developer + Designer | Freelance   NOV 2016 — JUL 2021

- Collaborated closely with clients to craft brand-consistent, user-friendly designs & translate them into fully functional web applications, catering to diverse business needs & project objectives

- Architected robust React UI component + custom hook libraries & CSS frameworks, prioritizing performance, cross-platform compatibility, responsive design, accessibility, code maintenance, & scalability

Frontend Consultant | Headstorm   FEB 2018 — OCT 2018

- Developed tailored web solutions for diverse clients to optimize web performance, SEO, accessibility, UX, & responsive design, resulting in an average 20-50% boost in organic traffic & 5-15% reduction in bounce rates