Courtney P. Peterson

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EXPERIENCE

Frontend Web Developer • *Rapid7*, Boston, MA   2/22 – PRESENT

- Created and maintain 10+ responsive webpage templates, while upkeeping 125+ templates across 3 sites, utilizing HTML, CSS, Foundation, JS, jQuery, and React
- Developed and implemented new demo and trial pages, as well as JavaScript-powered forms, for 8 products, resulting in an average conversion rate surge of 293% for demos and 354% for trials across all products
- Optimized and managed trial and demo page redirects for 9 products across 4 domains, handling over 60 URLs
- Collaborated with a 2-member frontend team to consolidate and condense 35+ JavaScript files and 110+ stylesheets into optimized bundles, resulting in a 14% increase in website performance and SEO
- Collaborated with the design team to implement a comprehensive universal design system, resulting in the removal of 1,000+ lines of redundant code, standardization of 50+ UI designs, and increased consistency across the site and digital teams
- Contribute to and collaborate closely with backend development, ensuring seamless integration of frontend components, CMS templates, and any other relevant elements using .NET and C# technologies
- Implemented the complete redesign of both the Fundamentals and Customer pages based on design wireframes, encompassing 250+ subpages combined, resulting in responsive, accessible, cross-browser compatible, and enhanced user experience
- Consulted closely with 508 Compliance Professionals to refactor the main site in adherence to WCAG 2.1 accessibility standards, ensuring an inclusive digital experience for all users

Volunteer Lead Web Developer • *The Kitab Foundation*, Salt Lake City, UT   1/21 – PRESENT

- Single-handedly designed, created, and launched the main marketing website for The Kitab Foundation, a 501(c)(3) nonprofit that addresses refugee and immigrant children's literacy
- Collaborated closely with the nonprofit's founder to understand his vision and translate it into an engaging online presence and optimal user experience, utilizing Webflow, HTML, CSS, and JavaScript

Growth Strategy Associate Rotational Program • *Rapid7*, *Boston*, MA   8/20 – 2/22

- *Front End Web Engineer:* placed fulltime on program end
- *Marketing Operations Analyst*: Analyzed 5+ dynamic International and North America sales data and performance reports for weekly and monthly reporting to VP of Sales; Translated 10+ Salesforce and Domo reports into a single Tableau dashboard for more functional and comprehensive reporting
- *Customer Success Associate*: Analyzed 1000+ customer responses from 3 waves of NPS survey data with Excel and Gainsight; Led presentations to 5 key stakeholders and 4 internal departments, providing insights and visualization into customer loyalty trends; Conducted 20 post-survey customer interviews to gather accompanied qualitative data
- *Customer Adoption Manager*: Onboarded 60 customers through their first 90 days and assisted them with necessary technical milestones via Gainsight and Salesforce

UX Engineering Intern • *Gravyty*, Boston, MA   5/19 – 12/19

- Designed and developed 5 of Gravyty's main site pages, main navigation, and lead AI-enabled email product using Figma, HTML, CSS, Bootstrap, jQuery, and Django, driving a record quarter in lead generation
- Enhanced marketing efficiency by implementing a database-driven approach using Django, resulting in a significant shift towards dynamic site pages

UI/UX Design and Web Development Intern • *Marker Seven*, San Francisco, CA   6/18 – 9/18

- Developed and integrated UI/UX web design into interactive and responsive wireframes for client websites to illustrate site design and functionality using Framer, Adobe Photoshop, and Illustrator

RELATED SKILLS & CERTIFICATIONS

Personal Project Portfolio: Personal website featuring programming and design projects at www.courtneyppeterson.com

Technical Stack: JavaScript, HTML, CSS, jQuery, Sass, Foundation, Bootstrap, Django, Node.js, .NET, C#, Java, Python, Webflow, EPiServer, Git

Design: Framer, Proto.io, Figma, Adobe Photoshop and Adobe Illustrator, Microsoft Suite, mockups and wireframing

Certifications: The Complete JavaScript Course (Udemy Online), Accessibility Web Development (Usablenet), SEO Fundamentals (Online)

EDUCATION

Bachelor of Computer Science, Boston College, Chestnut Hill, MA   9/16 – 5/20

- President of BC Women in Computer Science, Computer Science TA, BC Outdoor Adventures TA and Trip Leader

ACTIVITIES AND INTERESTS

Volunteering: BUILD.org, Boston, MA: *Mentor*; Youth Enrichment Services, Boston, MA: *Track Coach*

Conferences: Women Who Code CONNECT Recharge 2022; Massachusetts' Women's Conference 2022 & 2021; Harvard WECode

Personal: Backpacking, Boxing, Woodturning, Scuba Diving, Piano; First Aid, CPR/AED, & WFA Certified