

Courtney P. Peterson

courtney@petersonia.com | courtneypeterson.com | 650.759.7463 | linkedin.com/in/courtney-p-peterson

EXPERIENCE

Frontend Engineer • *Rapid7*, Boston, MA

2/22 – PRESENT

- Created 30+ responsive webpage components, while maintaining 400+ components across 3 sites, utilizing HTML, CSS, Foundation, JavaScript, jQuery, and React
- Developed and implemented demo/trial pages and JavaScript-powered forms for 8 products, resulting in an average conversion rate increase of 300% across all products
- Consolidated and condensed 35+ JavaScript files and 110+ stylesheets into optimized bundles, resulting in a 14% increase in website performance and SEO
- Contribute to and partner closely with backend development, ensuring the seamless integration of frontend components, CMS templates, and other elements using .NET and C# technologies
- Implemented the complete redesign of various marketing-priority pages from design wireframes, encompassing 250+ subpages combined, resulting in responsive, accessible, cross-browser compatible, and enhanced user experience
- 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
- Consulted closely with a web accessibility agency to refactor the main site in adherence to WCAG 2.1 accessibility standards, ensuring an inclusive digital experience for all users

Lead Web Developer • *The Kitab Foundation*, Salt Lake City, UT

1/22 – PRESENT

- 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
- Collaborate closely with the nonprofit's founder to understand his vision and translate it into an engaging online presence and optimal user experience, utilizing HTML, CSS, Bootstrap, and JavaScript

Growth Strategy Associate Rotational Program • *Rapid7*, Boston, MA

8/20 – 2/22

- *Front-end Web Engineer*: placed fulltime upon program completion
- *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
- *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 main site pages, main navigation, and 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 & 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

SKILLS & CERTIFICATIONS

Portfolio courtneypeterson.com

Technical Stack JavaScript, HTML, CSS, jQuery, React (pursuing proficiency), Sass, Foundation, Bootstrap, Django, Node.js, .NET, C#, Java, Python, Webflow, EPiServer, Git

Certifications Meta Front-End Developer Professional Certificate—JavaScript and React (Coursera; in-progress), Accessibility Web Development (Usablenet), SEO Fundamentals (HubSpot)

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

EDUCATION

Bachelor of Computer Science, Boston College, Chestnut Hill, MA

9/16 – 5/20

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

ACTIVITIES & INTERESTS

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

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

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