Web Dev UX eComm

## Experience



## UX & Email Developer - Response Media

2022 - PRESENT, ATLANTA

- Collaborated with design & development teams to code and QA static and interactive email marketing campaigns.
- Worked with fortune 500 clientele to implement landing pages, microsites and form funnels for lead collection.



# UX / Frontend Developer - Fly App

2022, ATLANTA - REMOTE

- Designed responsive MERN-stack web app, deployed with Heroku.
- Leading v2.0 development with Airplane Manager API pulling live charter flight empty-leg data to populate auction detail.



# UX / UI Design Intern - Pepper Square

2021, BENGALURU - REMOTE

- Developed proposals for both web and mobile applications to a range of in-house and client-side projects.
- Crafted prototype demos presenting user flow and micro interactions, provided illustrations to support blog articles and case study content.



# Freelance UX Designer - 530 Media Lab

2020 - 2021, LONG BEACH - REMOTE

- Designed the Color Selector & Profile Selector mobile applications for Vinyl Visions; a leading supplier of vinyl door and window trim.
- Eliminated need to manufacture and distribute annual swatch booklets and product catalogs.



# eComm Ops Specialist - Oaklandish

2018 - 2020, OAKLAND

- Directed enhanced eComm operations for leading Bay Area apparel brand, housing up to seven sub-label or third-party product lines.
- Published and merchandised all product, handling fulfillment, logistics, and CRM through a streamlined, omni-channel approach.



# eComm Sales Manager - The Hundreds

2009 - 2017, LOS ANGELES

- Spearheaded online sales activity, publishing all collections in tandem with launch and analysis of digital marketing campaigns.
- Hired, trained, and managed team of up to a dozen team members, while scaling processing yield nearly 400%.
- Executed dashboard migrations, platform integrations, and site redesigns, serving as executive liaison to third-party developers.

#### Education

# Georgia Institute of Technology

2021 - 2022, ATLANTA

Full Stack Flex Coding Bootcamp

## University of California, Berkeley

2019 - 2020, SAN FRANCISCO

Certified in User Experience Design

## University of Central Florida

2004 - 2007, ORLANDO

B.A. Entrepreneurial ManagementFL Merit Academic ScholarshipCertified in Digital Video Production

#### Tools

Web Development: HTML5 · CSS3 · Javascript · React Handlebars · jQuery · Bootstrap · Bulma · Materialize Express · Node · MongoDB · MySQL · GraphQL · REST API IndexedDB · Heroku · Insomnia · Jest · Webpack · Babel

**UX Design:** Figma · XD · Illustrator · Photoshop Premier Pro · InDesign · Lightroom · Procreate · InVision Sketch · Autodesk · Vectr · CorelDraw · Miro · Lucid Chart

**eCommerce:** Magento 2.0 · WordPress · Shopify Plus Squarespace · Wix · Full Circle · Brightpearl · Retail Pro NuOrder · Lightspeed · Blastramp · Mailchimp · Klaviyo Google Analytics · Constant Contact · Trello · Slack Cybersource · Authorize · WooCommerce

## Skills

Full Stack Development
Graphic Illustrations
Visual Design
Branding/Style Guides
Design Systems
Ideation
Diagramming
Heuristic Analysis
Prototyping
Wire Framing

User Flows

User Research
Product Design
Usability Testing
Typography
Story Boarding
CRM

Digital Marketing
Inventory Audits
Software Integration
Platform Migration

Team Lead