

ELISA NICOLE ELLIS

ELISANICOLE.COM

GITHUB.COM/ELISANIC

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CERTIFICATIONS

OPTIMIZELY DEV CERTIFIED

Jul 2016

OPTIMIZELY PLATFORM CERTIFIED

Dec 2015

TRAINING

CONVERSION CONFERENCE

Las Vegas | May 2015

SCALING USER INTERFACES / UX

Nielson Norman Group | Feb 2015

LANGUAGES

Javascript / JSON / ES6 / NodeJS

HTML / HTML5

CSS / CSS3 / SASS

SQL

Liquid (Shopify)

PROGRAMS

Photoshop CS6 & CC

Illustrator CS6

Adobe Creative Suite CS6

OTHER

Shopify / ThemeKit / Slate

Google Analytics & Tag Manager

Optimizely

Git

Asana

EDUCATION

Bachelor of Arts, Interdisciplinary
Computing and the Arts, 2010

University of California, San Diego

CORE COMPETENCIES

- Problem solver and independent thinker with ability to work under pressure, meet deadlines, and drive projects from inception to execution.

PROFESSIONAL EXPERIENCE

FREELANCE, Los Angeles, CA

FRONT END DEVELOPER (Nov 2018 - Present)

- Migrated ecommerce store from WooCommerce to Shopify. Managed project timeline and budget, wrote all migration scripts, and led client communication for a team of 3 freelancers.

BVACCEL, Los Angeles, CA | Shopify Ecommerce agency

ECOMMERCE SOLUTIONS MANAGER (Mar 2018 - Oct 2018)

- Automated company-wide capacity dashboard to allow detailed view into agency's resource distribution. Result: significant decrease in administrative work and increased accuracy, allowing leadership to make hiring and contract approval decisions.
- Built an automated Google Sheets application to show PTO across the entire organization. Result: provided visibility into billable employees on vacation and how that impacted BVA's ability to deliver work.
- Implemented a task-level tool to compare time estimates to actual time tracked. Result: Allowed project managers to see how accurately developers were estimating work so they could provide more accurate timelines and due dates for future tasks.

FRONT END DEVELOPER (Jun 2016 - Oct 2018)

- Strategically planned a phased approach to increase an enterprise-level client's ecommerce site speed. Overall site load time decreased by 30%; custom multi-collection page load time decreased by 66%. After project, client increased retainer spend with BVACCEL by \$5000 monthly.
- Delivered an ecommerce replatform from Shopatron to Shopify under budget by 12% and 1 week early. Sole developer on the project.
- Built a product collection page with lazy loading that became the new standard for pages of that type within the agency.
- Delivered an ecommerce replatform from Magento to Shopify. Custom Shopify functionality to mimic Magento's product setup.
- Coordinated custom integration of a loyalty rewards platform across back-end developers, client stakeholders, and agency team.

DMV.ORG, San Diego, CA | Online resource for DMV information

FRONT END DESIGNER (Jun 2014 - Jun 2016)

- Built over 25 Optimizely tests per month for a top 200 website.
- As the second employee of the CRO (Conversion Rate Optimization) team, helped to structure a hiring plan and developed a standard process to ensure test learnings were recorded, past results were taken into account, and new tests were built efficiently and to spec.
- Gave a company presentation about Conversion Optimization and building a testable hypothesis.

ECODIRECT.COM, Vista, CA | Online renewable energy store

FRONT END DEVELOPER (Apr 2011 - Mar 2014)

- Grew corporate eBay store from zero to over 300 eBay feedback. Developed a system to process new orders rapidly. "Top Seller" status.