Elisha Lee

900 N Broadway APT 526, LA, CA 90012 | 323-558-8902

elishamklee@gmail.com | https://elishamklee.github.io/portfolio

Experience

7/2014 ~ Present

Forever 21 HQ | Los Angeles

Associate Manager of Front End Web Developer

My official job title is Front End Web Developer, but I practically manage the entire projects. My key responsibilities are to manage the entire project, propose new trends & technology to executive management, optimize Forever 21 websites, and improve UI/UX of E-commerce for increasing conversion rate.

· Project Management
· UI/UX Develop & Design (Desktop/Tablet/Mobile) for Forever21 Global Website
  · www.forever21.com
  · www.forever21.com/mobile
· HTML(5) / CSS(3) Hand Coding
· Responsive Design
· jQuery/JavaScript
· WireFrame, Prototype, Mockup (Sketch, Balsamiq, InVision)
· A/B Testing
· SEO
· Cross Browser Compatibility Check
· Collaboration with IT Team & Merchant Team
· Creating Email Blast Template
· Execution E-Commerce all process (Build up website, Debug & QA)
· Benchmarking New Trend & Technology

4/2014 ~ 7/2014 (3 Month Contract)

CallFire, Inc | Santa Monica

Sr. Web Designer/Developer

CallFire is dedicated to providing high-availability systems, intuitive user interfaces, furious developer support, and unparalleled customer care. My core responsibilities are that supporting design assets for marketing team, and creating "Ez Texting" new BI and website.

· Created Email Blast Template
· Revamped Ez Texting BI & Website Design (www.eztexting.com) with Bootstrap

· Graphic Design (Newspaper, Magazine Ad & Booth Design)
· Supported Design assets for Marketing team

11/2010 ~ 2/2013

IOZ Global | Long Beach

Self Employed

Operated E-commerce business offering Korean Cosmetics and Ginseng for 2 years. I built E-commerce with Magento, an e-commerce framework on my own. Offered products on own websites and Amazon.

· Built up the 4 of E-commerce
  · Allbbcream.com (Defunct)
  · Beautymates.com (Defunct)
  · Cecimall.com (Defunct)
  · Helloginseng.com (Defunct)
· UI/UX Design & Develop with Magento (Free E-Commerce Framework)
· Business Strategy & Operation (Importing/Accounting/CS)

6/2009 ~ 9/2010

SG Interactive (Former Ntreev USA) | Irvine

Lead Web Designer/Developer

SG Interactive is an online game publisher which published 5 online games in North America.

· UI/UX Design/Develop for each game website
· Managed Jr. Web Designers
· HTML/CSS Hand Coding
· Collaborated with Web Developer
· Supported Web Developer to revise and update PHP/JavaScript code
· Created PROJECT BLACKOUT BI
· Created Email Blast Templates
· Design all assets for each games
· Graphic Design

6/2008 ~ 6/2009 (1 Year Contract)

Hanjin USA | Carson

E-Commerce Assistant Manager

Hanjin is #1 Logistic Company in Korea.

· UI/UX Design/Develop for Hanin USA official website
· HTML/CSS Hand Coding
· Collaborated with Hanjin HQ E-Commerce Dept.

· UI/UX Design/Develop for Hanjin Japan website
· Built Hanjin USA E-Commerce
· UI Design of Hanjin CRM
· Graphic Design
·

6/2007 ~ 6/2008

Ntreev USA | Fullerton

Sr. Web Designer/Developer

Ntreev USA is an online game publisher which serviced 2 different games in North America.

· UI/UX Design/Develop for each game website
· HTML/CSS Hand Coding
· Collaborated with Web Developer
· Supported Web Developer to revise PHP/JavaScript code
· Created Email Blast Templates
· Design all assets for each games
· Graphic Design
·

8/2006 ~ 6/2007

Nit eConsulting | Los Angeles

Sr. Web Designer/Developer

Nit eConsulting is Online Marketing Agency.

· UI/UX Design/Develop for clients
· HTML/CSS Hand Coding
· Collaborated with Web Developer
· Supported Web Developer to revise PHP/JavaScript code
· Created Email Blast Templates
· Graphic Design

3/2004 ~ 8/2006

URI Global | Culver City

Sr. Web Designer/Developer

URI Global is Marketing and Advertising Agency.

· UI/UX Design/Develop for clients
  · Korean Air
  · Hyundai Motor
  · Pantech
  · LG USA

· Hanjin USA
· HTML/CSS Hand Coding
· Created Email Blast Templates
· Graphic Design
· Strategy Client Annual Advertising Plan
·

Skills & Abilities

UI/UX

· HTML(5)/CSS(3) 100% Hand Coding
· Website Optimization
· Cross Browser Compatibility Check
· ADA Compliance
· A/B Testing
· jQuery/JavaScript
· Adobe Creative Suite Familiarity
· WireFrame, Prototype, Mockup (Sketch, Balsamiq, InVision)
· Responsive Design (Desktop & Smart Devices)
· SEO

GRAPHIC DESIGN

· Newspaper/Magazine Advertisements
· Brochure and Flyer
· Business/Corporate Identity

MANAGEMENT/COMMUNICATION

· Jira System
· Multiple Projects Management
· Collaborate with Developer/Marketing Team