

Felicia Jones

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EDUCATION

California Polytechnic State University, San Luis Obispo, CA

Bachelor of Science in Business Administration

Concentration: Entrepreneurship

Expected Graduation 06/2025

RELEVANT EXPERIENCE

Web Design Intern

04/24 to Present

Sustainable Land Initiative – San Luis Obispo

- Improved the existing website design using Tailwind CSS, refining its visual appeal and user experience
- Implemented responsive functionality with React, ensuring seamless performance across devices and screen sizes
- Created Figma mockups for an admin interface, optimizing the process of managing user details and permissions
- Proposed and implemented new features, such as a user profile dropdown menu

Frontend Developer

11/23 to 03/24

Ponte – San Luis Obispo

- Enhanced the website's frontend using ReactJS to ensure design consistency with the brand identity, resulting in a more unified and visually appealing user interface
- Developed and integrated new sections showcasing the company's history, achievements, and values
- Conducted cross-browser testing to ensure compatibility with various browsers and devices
- Effectively communicated progress and updates to team members

PROJECTS

Senior Project – Market Data Analysis

10/24 to Present

Harvestly – San Luis Obispo

- Designed a market research survey targeting potential customers to assess interest and demand for the business's products/services
- Utilized PowerBI to analyze datasets and identify key trends among different demographics
- Created data visualizations to communicate findings and recommendations for potential target markets

Personal Website for Etsy Business

- Developed a dynamic and visually appealing website using React, serving as a more personalized storefront for my Etsy shop listings
- Utilized CSS and JavaScript to create a responsive and mobile-friendly web design for functionality across various devices

LEADERSHIP AND INVOLVEMENT

Business Development Committee Chair

10/22 to 11/22

Beta Beta Pledge Class, Alpha Kappa Psi – San Luis Obispo

- Collaborated with a team of two other members to organize care package fundraiser, selling over eighty packages and raising over \$2,300 in one week
- Assisted in coordination and marketing of online AirPods Max raffle, selling over 300 tickets and raising over \$1,000 in one week
- Utilized social media platforms to boost sales by marketing towards college students and parents

SKILLS

- | | | |
|-------------------------------|-------------------------------------|----------------------------------|
| <input type="checkbox"/> HTML | <input type="checkbox"/> JavaScript | <input type="checkbox"/> Python |
| <input type="checkbox"/> CSS | <input type="checkbox"/> ReactJS | <input type="checkbox"/> PowerBI |

INTERESTS

- | | |
|--------------------------------|--------------------------------------|
| <input type="checkbox"/> Dance | <input type="checkbox"/> Hiking |
| <input type="checkbox"/> Chess | <input type="checkbox"/> Photography |