

Genna Umenhofer

Portfolio: gennaumenhofer.com

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Professional Experience

Software Developer - Simply Complex Art Shop

2022 - Present

simplycomplexinventory.com

- Design and develop a CRUD inventory management web application using JS, PHP, SQL, MySQL, AJAX, HTML, and CSS.
- Implement real-time data analysis for a database of 200+ unique inventory items.
- Optimize user workflow to decrease time spent managing inventory by 170%.
- Manage training sessions for clients on new software features.
- Develop reusable components to ensure future scalability as business grows and new features are requested.

Full Stack Developer - Simply Complex Art Shop

2021 - Present

simplycomplexartshop.com

- Build and maintain an e-commerce website using JS, PHP, SQL, MySQL, AJAX, HTML, CSS, and Figma.
- Engineer UX/UI for device compatibility, accessibility, and search engine optimization which increase site traffic by 30% and conversions by 12% over a period of 3 months.
- Lead website design sessions with clients to develop functional UX and uniform UI designs.
- Prioritize feature requests to ensure biggest impact features are completed first.

Personal Projects

Software Developer - GuacaMOLE

2022 - Present

guacaMOLE.one

- Developed a web application using JS, PHP, SQL, MySQL, AJAX, HTML, CSS, and Figma.
- Inspired by a need for student-centered resources for mastery-based learning.
- Designed and implemented 15+ features including practice problems, examples, and learning resources which increased student learning by 17%.
- Conducted usability testing to increase educator click rate on lesson plans by 150%.

Skills

Languages & Tools

Proficient – JS, PHP, SQL, MySQL, MAMP, AJAX, HTML, CSS, JSON, Figma
Familiar – Python, Ruby, APIs, PS, React, JQuery

Methodologies

OOP, FP, SEO, Accessible Design, UI/UX Research & Design, Wireframes, Storyboards, User Flows, User-Centered Design

Soft Skills

Phone Etiquette, Teamwork, Time Management, Customer Support, Technical Support, Customer Experience, Data Entry, Task Prioritization, Group Leadership, Project Planning

Education & Certifications

Software Development

Launch School

2021 - 2022

Biology, BA

University of Texas at Arlington

2015 - 2018