

# Isabelle Williams

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## SUMMARY

Highly motivated UX Designer and Front End Developer with a strong foundation in web development and a passion for crafting visually appealing and user-friendly digital experiences. Drawing from internship experience and practical projects, proficient in utilizing React and other technologies to develop web pages that are both responsive and dynamic. Possesses a keen eye for UX research and design principles, enhancing user satisfaction by implementing intuitive and engaging digital solutions. Looking to utilize my skills in a new role as a Front end developer to develop and implement innovative design solutions.

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## EXPERIENCE

### E-Commerce Developer Intern

#### Upbound Group

June 2023 - August 2023, Plano, TX

- Assisted the engineering team in building features and maintaining the mobile first E-commerce website using Javascript.
- Utilized Optimizely for A/B testing for certain UI features on the website in order to enhance the usability.
- Designed and developed an updated sticky navigation bar using CSS and HTML that increased clicks by 15 %.
- Implemented a new category UI that increased user interaction by 12%.

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## PROJECTS

### Spotify Music Tracker

<https://personalizedspotifysummary.netlify.app/> • February 2023

- Developed and launched a React-based web application enabling users to authenticate with their Spotify accounts, granting them immediate access to their personalized top songs and favorite artists.
- Utilized the Spotify API for user authentication and data retrieval from user accounts in order to deliver a tailored and engaging user experience.
- Designed the user interface using Figma in order to provide an appealing and simplistic user experience.

### Secret Menu

<https://secretmenu-sb.netlify.app/> • January 2023

- Developed a React-based web application facilitating user exploration of various custom Starbucks drink recipes, streamlining the ordering process for special beverages.
- Implemented user authentication through Firebase in order to allow users to create accounts within the web application.
- Employed Firestore as the database in order to store recipe data and associated images.

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## EDUCATION

### Bachelor of Science in Computer Science

University of North Texas • Denton, TX • 2023

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## SKILLS

Front End: React JS, HTM, CSS, JavaScript

Back End: Firebase, REST APIs, C++, Python

UX Design: Figma, FigJam, Sketch, Userzoom, Optimizely, A/B Testing, Prototyping, Wireframing

Tools: Slack, Microsoft Teams, G Suite, GIT