Joanna Lee
Web Designer & Front End Developer

Los Angeles, CA - Email me on Indeed: indeed.com/r/Joanna-Lee/e9d20055df471867

Authorized to work in the US for any employer

WORK EXPERIENCE

Web Designer
BCBG MaxAzria   -   Vernon, CA - May 2016 to Present

Create designs for mobile responsive assets and coding front-end languages
Create designs and code front-end for all 3 sites to enhance UX and UI.
Creating personas, evaluating user testing, and story mapping to conceptualize prototypes and wireframes and UAT prototypes.
Testing site UX and UI using Qubit for optimal usability and conversion.
Perform web design in technologies such as HTML, CSS, JavaScript & jQuery.
Design, code, & maintain various promotional material and rich media for E-commerce and marketing websites.
Design, code, & schedule marketing E-mails using branded PSDs- modifying them so they still look appealing in various responsive viewports using Responsys
Perform technical troubleshooting on above mentioned technologies using best practices and industry tools.

Web Designer/Developer
American Hotel Register Company   -   Vernon Hills, IL - February 2015 to April 2016

Create all digital media for any device with a screen, including email campaigns, ads, landing pages, micro sites, blog, etc.
Work very closely with Branding, Marketing, and IT to manage their own projects including Paid Search, Social Media, & digital assets approval.
Develop effective web and electronic design solutions
Translate strategies into designs, email templates, and landing pages and complete them with pixel perfect HTML coding
Work closely with the UI/UX manager to ensure consistent and accurate style representation on all forms of digital media.
Meet targeted Segment, Branding, and Marketing objectives and integrate with the company's broader branding and promotional campaigns and various print communications.
Evolve, establish and communicate, both internally and externally, web standards and templates that integrate and align with the overall long-range design direction established and approved by the E-Commerce & Brand Managers.

Web Designer
eBay   -   Seoul, South Korea - March 2012 to January 2014

Responsible for design, layout, and front-end coding of internal tools for the Technology Department
Hand-coding HTML and CSS and adapting existing website code including implementing necessary JavaScript and jQuery
Testing and identifying any technical issues for site optimization
Researching user behaviors and trends to make necessary updates to optimize our existing sites
Research and development of web standards across internal departments

Responsible for design and layout of promotional pages on Auction.co.kr
Produce graphics including but not limited to promotional displays, marketing, and advertisement

EDUCATION

B.A.
University of California
2008 to 2011

SKILLS

HTML (5 years), CSS (5 years), Photoshop (5 years), User Interface Design (5 years), User Experience Design (2 years), Quality Assurance (3 years), Email Marketing (2 years)

LINKS

http://jolee.info/

https://www.linkedin.com/in/joannlee329