JEN ANDERSON

FRONT-END WEB DEVELOPER

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PROFESSIONAL EXPERIENCE

CafePress.com

Lead Front-end Web Developer   *11/2016 to present*
- Lead team of front and back-end engineers on a 1.5-year, ongoing overhaul of CafePress' E-Commerce website. Our highly-skilled team of 6 has worked tirelessly to build an application from the ground up, using a combination of Angular2, Angular4, TypeScript and Node.js. Expected release date is Summer 2018.
- Design and build a Site Management Tool (SMT) in tandem with CafePress' new Angular application. The SMT is a custom content management system that updates live website data within seconds. Expected release date is Summer 2018.
- Collaborate closely with UI/UX Designer and Project Manager to develop wireframes and high-fidelity user interfaces while adhering to accessibility standards and ensuring technical feasibility
- Partner with Analytics and SEO managers to analyze usage data and traffic patterns to inform design decisions and page optimizations
- Provide SEO support and technical implementation, including using structured data elements, to improve the rankings and visibility of CafePress.com site
- Facilitate team of remote contractors in content updates site-wide, based on marketing campaigns and business requirements
- Review and test teammate's code for inconsistencies or irregularities, offering suggestions to improve responsiveness, optimization, compatibility and functionality
- Facilitate daily team meetings to discuss upcoming work, technical problems/solutions, and ideas for improvement
- Deploy teammate's code to live site for final testing and review

Junior Front-end Web Developer   *03/2016 to 11/2016*
- Developed new CafePress.com homepage experience, utilizing responsive design techniques
- Assisted in implementation of new global navigation experience and ongoing rebranding effort
- Developed new user-facing features, and modified current features to increase functionality, to provide optimal customer experiences in all interactions
- Worked with Marketing and Brand to design new digital functionality by leveraging design skills and web usability
- Trained and led members of team in development, testing, debugging and maintenance of site-wide dynamic content
- Tracked and resolved code inconsistencies

Junior Designer   *01/2016 to 03/2016*
- Collaborate with Marketing and Brand teams to update and maintain existing licensed partner and landing page content on Cafepress.com
- Implement content development for new campaigns, including Mother's Day, Father's Day, Back to School, Autism Awareness, and Breast Cancer Awareness.
- Solve site bugs and assist in the implementation of mobile-responsive design

Freelance Web Designer/Developer

- Consult with clients to outline website goals, illustrate wire frame, and site functionality
- Develop user-friendly architecture by programming site navigation, social media links/widgets, and organizing site content into a logical catalog
- Assist with content creation where needed
- Use JavaScript, CSS3, and HTML5 to develop fully-responsive sites with cross-platform compatibility
- Maintain website by updating content, implementing new technology and monitoring performance
- Past clients include:
    o The Root Workspace (New Albany, IN)
    o Cloud Atlas Marketing (New Albany, IN)
    o NDL Design-Build (Sarasota, FL)
    o The Premier Chefs (Orlando, FL)
    o Woodford Softball Club (Versailles, KY)

Estes Public Relations

Public Relations Associate   *01/2015 to 12/2015*
- Research, plan and assist in implementation of long and short-term public relations initiatives for clients across multiple platforms
- Use HTML5 and CSS3 to assist in client website and newsletter design using WordPress and Constant Contact

EDUCATION

Code Louisville

Mentor: Front-end Web Development Track   *11/2018 to present*

C# Basics   *10/2016 to 12/2016*
Front-end Web Development Track   *11/2015 to 2/2016*

Adobe MAX Design Conference   *11/2016*

Western Kentucky University

Bachelor of Science: Public Relations and Marketing   *2010 to 2014*

PROGRAMMING LANGUAGES / SKILLS

HTML, CSS, JavaScript, jQuery, LESS, SCSS, Git, AngularJS, Angular2, Angular4, TypeScript, Node.js, AJAX/JSON, WebPack, ASP.NET/C# (beginner), SQL (beginner), Responsive Design, UI/UX Design, Agile Workflow, KanBan Workflow

TECHNICAL SKILLS

GitHub, WordPress, JIRA, Adobe Photoshop, Experience Design, Illustrator and InDesign, Slack, HipChat, GitBash, SQL Management Studio, TeamCity, Jenkins