Jenny Lai

EDUCATION

Flatiron School - New York, NY - 2016 - 2017
Full Stack Web Development

Stony Brook University - Stony Brook, NY 2008 - 2012
Bachelor of Science in Business Management

ABOUT

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SKILLS AND LANGUAGES

Javascript, CSS, HTML, ReactJS, Ruby, Ruby on Rails, jQuery, Rails, Mocha, JSON, Github, SQL, Sinatra

TECHNICAL PROJECTS

curate.it *Create your own art gallery with your collection of curated art pieces pulled from Harvard's Art Museums API.*
· Built a MVC RESTful API using Ruby on Rails.
· Constructed the front end using Javascript with React, Redux and custom OO CSS with a responsive web design.
· Implemented authentication from scratch using JWT.

Flatiron Champions *A game website application built on Ruby on Rails with database calls.*
· Helped develop the database schema, establish class relations and code the game logic.
· Utilized activerecord to query the database, bcrypt gem for hashing passwords and actionmailer for rails email support.

Spazz Out Space Cadet *An animated game built with Javascript and jQuery.*
· Leveraged jQuery to manipulate the DOM and code the game logic.
· Styled the game with digitally illustrated drawings and custom HTML/CSS.

Two Cents Gem *A published ruby gem that gives you a random cat ascii artwork, quotes and allows you to query Google from your terminal.*
· Command line gem built with ruby.
· Incorporated gems: Thor to build the Google search and gold_mine: to pull in random quotes to add functionality.

EMPLOYMENT HISTORY

PVH Corporation, New York, NY
Menswear Product Developer, January 2014 - September 2016
· Project-managed all styles created by design, developing them from concept stage to bulk production.
· Worked closely with design, sales and sourcing teams to ensure details on samples were executed accurately and updated system databases with any design revisions.
· Addressed quality issues with samples and helped analyzed cost sheets to identify areas of cost efficiency.
· Coordinated with offshore offices on the development of new styles, trim and packaging to ensure timely completion, and continuously follow-up till approval.
· Assisted design with sketch updates and trim artwork in Adobe Illustrator.

Merchandise Coordinator, November 2012 – December 2013
· Managed the brand's retail system to ensure that merchandise inventories were properly allocated to maintain sales goals.
· Worked with planners to strategize merchandise allocations based on demographics to ensure maximum profitability and developed sale promotions.
· Assisted buyers in budgeting, analyzing costs, forecasting trends and suggesting unique products for the brand.
· Maintained a database of weekly sales reports to track merchandise performances and manipulated data to identify areas of revenue optimization and cost reduction.
· Developed new excel templates to help maintain data for planners and buyers, which improved department cost tracking.

Body Local, New York, NY
Summer Marketing Associate, June 2010 - August 2010
· Researched, analyzed and monitored the fitness market trends to identify areas of marketing opportunities.
· Managed the company's comprehensive yoga class directory and maintained an accurate and concise database.
· Analyzed user activity and engagement to optimize company's marketing efforts.
· Actively marketed and promoted the start-up company and their application services through grassroots marketing efforts at local health events.