

JENNY LAI



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<https://github.com/jenlaister>



Brooklyn, NY

EDUCATION

Flatiron School - New York, NY - 2016 - 2017

Full Stack Web Development

Stony Brook University - Stony Brook, NY - 2008 - 2012

SKILLS AND LANGUAGES

JavaScript, CSS, Sass, HTML, React, Ruby, jQuery, SQL, Responsive Design, Basic Photoshop, Illustrator, and Sketch, Veeva and Salesforce Marketing Cloud certified, Git, WordPress and actively learning more

EMPLOYMENT HISTORY

Area23, New York, NY

Jr. Developer, July 2017 – Present

- Develop, maintain and improve responsive websites using various languages, NPM and webpack packages.
- Translate chosen solutions into pixel perfect interfaces for memorable user experience
- Build adaptive emails and detailed animated banners that are consistent cross browser and platforms
- Analyze code for system testing and effectively know how to troubleshoot and debug
- Create email and banner templates and consult on application designs and architecture

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.
- 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.